Factors Influencing Young Consumers Purchase Intention towards Biodegrable Clothing in Bangladesh

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Abstract: *The study aims to identify the factors that influence young consumers' purchase intention towards biodegradable clothing in the context of Bangladesh. A structured closed ended questionnaires was used for data collection through non-probability sampling method through a random distribution of 60 respondents who are university students and represent young population of Bangladesh.Using SPSS four independent variables were able to identify. After that hypothesis were tested through regression analysis. The study reveals that perceived behavioral control and moral obligation positively influence young Bangladeshi consumers' purchase intention towards biodegradable clothing.The study provides valuable insights to apparel industry of Bangladesh specially brands who are focusing on biodegradability and concerned about environmental effects. This study will be also beneficial to the future researchers in this field.*

Keywords: Bangladesh, Young consumers, Biodegradable, Attitude, Subjective Norm, Perceived Behavioral Control, Moral Obligation, Purchase Intention

1. Introduction

Over the years industrial revolutions have escalated the growth of the world's economy and shaped the apparel industry towards more advanced level. However, these radical innovations have brought some serious impacts on environment and ecology. According to prior statistical analysis apparel industry is one of the biggest polluting industries as it relies mostly on world's natural resources and energy. After witnessing three industrial revolutions the world is now moving towards 4th industrial revolution which is regarded as Industry 4.0. The latest revolution signifies a new and powerful industrial wave and its objective is to focus on environmentally sustainable production [1]. In order to cope up with this organization are trying to establish a green corporate image in the mind of their stakeholders. It has been shown in research that organizations who merge their pollution prevention strategy with their innovation able to manage their cost significantly [2].

The term "Biodegradable" refers to the ability of being decomposed naturally by the actions of living organisms which is commonly defined as microorganisms. Biodegradation is a process that transforms carbon into energy [3]. Biodegradable fabrics are made of materials which are nature friendly and degrade easily. They have been manufactured with an aim of having least possible impact on environment and eco-system. Biodegradable apparels can safely decay without greenhouse gas emission for instance organic cotton, silk, jute, wool, organic bamboo and so and so forth [4].

With the growing awareness towards environmental issue, consumers are now more conscious about their every purchase and its resulting consequences on society. The tendency is more frequently found in young generation as they are more adaptive towards new trends and concern towards environmental issues. In response to consumers' Purchase intention and buying pattern companies are now tend to push themselves more towards environmentally friendly production and biodegradable products. They are more engaged with environmental consumerism or green buying. According to prior study [4] it has been found that biodegradable apparels are part of environmentally friendly fashion industry. Hence, environmentally friendly fashion suggests the use of natural fibers in fabrics which has the characteristics of biodegradability.

The concept of consumer Purchase intentions deals with the tastes, satisfaction of consumers in terms of individual level. Here satisfaction can also be defined as utility. In this case consumer value can be measured by how consumers utility varied between two items. Purchase intentions of consumers often dictated by culture, social norms, personal taste which can vary widely from person to person."Going Green" has become a popular stream in the world of fashion. High profile designers are taking sustainable initiatives with "Green Carpet Challenge". With this idea industry is shifting towards a new shape and moving forward to raise global awareness regarding green issue.Several researches have been conducted regarding Western consumers Purchase intentions towards ecofriendly apparels. These studies have been done mostly from developed countries' perspective. However only a few researches have been carried out from developing countries perspective. This research mainly aims to focus on what are the factors that affect young consumers Purchase intentions towards biodegradable apparels particularly in the scenario of Bangladesh.

Environmentally friendly consumption can be viewed as a broader term which includes sustainable consumption. In this regard social norm has a greater influence in different countries in terms of different cultural dimension. In recent years consumers' awareness regarding environmentally friendly apparel has escalated into another level. As young generations are more adaptive regarding any positive changes in society "Green" purchasing has become a popular stream mostly among the young consumers. Apparel industry in Bangladesh plays a very crucial role in the country's overall economy. The industry contributes around 11.16% in total GDP in the year 2018-19. Slowly and steadily this sector is also moving towards sustainable ecofriendly production. One of the main reasons behind this is environmentally friendly issue motivating people in Bangladesh towards ecofriendly fashion particularly biodegradable clothing.

2. Literature Review

2.1. The Theory of Planned Behavior

The second model is the Theory of Planned Behavior (TPB) that is composed of behaviour and intention. The behaviour has three main predictors. They are attitude towards behaviour (evaluation of behaviour as good or bad by the individual who is going to perform that behaviour); subjective norms (refers the social pressure an individual perceives with behaving in a certain way); and perceived behavioural control (indicates how easy or difficult one finds to perform specific behaviour) [5], [6]. Intentions are undertaken to capture the motivational factors that inspire behaviour, and those are the indications of how rigid people are willing to try and how much of an action they are planning to effort to perform the behaviour. In a sentence, the stronger the intention of engaging in a behaviour, the more likely it should be its action [5], [7]. This study aims to examine factors such as attitude, subjective norm, perceived behavioral control, intention and behavior in the context of the TPB [6] among a community sample of Bangladesh.

Theory of Planned Behavior (TPB) has been applied for this research to analyze the factors influencing young consumers' purchase intention towards biodegradable clothing in the context of Bangladesh. The theory was developed by Azjen [5] and lies on the assumption that people's intention to perform a particular behavior depends on a variety of behavior [8]. It is basically an extension of the previous study named Theory of Reasoned Actions (TRA). The theory is developed to overcome the limitations of TRA. This research deals with certain behavior specific factors based on TPB framework. The framework is basically developed to predict human behavior which lead their ways from intention to action. Intentions are assumed to apprehend motivational factors that influence human behavior [5]. It is an indicator of how hard people are willing to involve in a specific behavior. Individual's likelihood to participate in an action usually depends on his or her strong intention. The stronger the intention the more likely it is assumed that the person tends to engage in a specific performance.

TPB differentiates three types of beliefs: behavioral, normative and control. The theory is based on the ground that individuals' involvement in certain behavior depends on the information available to them [9]. Some of the fundamental concepts of behavioral and normative sciences have been assimilated in this theory. In addition to these two concepts, TPB's fundamental contribution is in Perceived Behavioral Control which is similar to the concept of self-efficacy [10]. Perceived Behavioral control together with other two intentions which are attitudes and subjective norm are responsible for substantial deviation in individuals' actual behavior [5].

2.2. Purchase Intention

Intention exhibits a person's immediate behavioral orientation towards involving in given behavior [11]. It also portrays a person's motivation towards a particular behavior. According to Azjn[5], the greater the person's intention, the more successfully the behavior can be assumed and predicted. Purchase intention is considered as a common dependent variable for any behavioral test or other framework. Purchase intention is regarded as individuals' conscious plans to conduct or not to conduct purchase acts in a future setting [12]. It is considered as the last stage of cognitive decision- making process whether to involve or not to involve in a purchase decision [12]. Purchase intention is a prediction tool that measures individuals' actual behavior.

In the context of this study purchase intention can be described as consumers' willingness to purchase apparels that has biodegradability and having no harmful impact on environment. In this study the intention to purchase biodegradable clothing has been employed as a dependent variable. However, the study only looks into consumer intention to purchase not the actual behavior of purchase. The favorable result will indicate consumers' strong willingness to buy biodegradable clothing which will eventually lead them to buy it.

2.3. Attitude towards biodegradable clothing

Attitudes direct individual's decision-making process. As one of the components of TPB (Theory of Planned Behavior), attitude consists of affective, cognitive and conative components that comes early and stayed long [13]. The TPB refers that individual's behavior is dependent on information and beliefs pertinent that influence them to behave in certain way. Attitude plays a very crucial role in consumers' consumption decisions and this is often assumed to be influenced by individual's behavioral beliefs [8]. Although there is not enough study regarding young consumers' attitudes towards biodegradable clothing in the context of Bangladesh, references can be taken from other countries perspective as well. According to a study conducted by Tung et. al. [14] has been affirmed that young consumers' attitudes towards environmentally friendly apparel positively affect their purchase intention. The survey was carried out among one hundred and eighty-seven college students age between 20 to 26 years. Based on the respondents' feedback it has been proven that positive attitude towards environmentally friendly apparel encourage

consumers' buying intention. Similarly, another study was conducted by Jiyun et. al. [15] in the context of US, Korean and Chinese consumers. The study revealed that individuals' attitude towards environmentally sustainable apparels significantly influence their purchase intention to buy these kinds of products.

Based on the prior literatures following hypothesis is proposed-

H1: Young consumer's attitudes positively influence their purchase intention towards biodegradable clothing.

2.4. Subjective Norm

Subjective norm combines the idea of individual's normative beliefs regarding what others think about how should he/she behave as well as individual's motivation to comply with these beliefs [15]. Furthermore, subjective norms often refer to the perceived social pressure that individuals perform or not perform a particular behavior. It has been found in research that individuals largely influenced by their peer groups, family and therefore subjective norms could predict behavioral intentions to some degree [16].A quantitative study was conducted regarding individual's subjective manner and how it directs them to buy ecofriendly apparel. There were total 701 respondents selected from different universities in US, China and Korea. The study confirms that subjective norms significantly affect young consumers' intention to buy environmentally sustainable apparels [15].

An empirical study regarding this field was conducted where the respondents were taken from two different regions- Europe and North America. The result showed that European consumers associate organic clothing with higher social status [17]. Another study was held in the context of India where the researcher aimed to test the factors behind young consumers' intention to purchase eco-friendly products. The result of the study affirms that social influence positively affects young consumers to buy environmentally friendly clothing.

In context of Bangladesh a study was conducted where it has been found that consumers in Bangladesh relate eco-fashion with social status. Among 238 respondents around 67% answered that they would think being a part of eco-fashion will improve their social status. As referred to the prior literature the proposed hypothesis is given below-

H2: Subjective norms positively influence young consumers purchase intention towards biodegradable clothing.

2.5. Perceived Behavioral Control

Perceived behavioral control is one of the influential components of TPB. It refers to individual's behavioral realization which is dependent on the availability of opportunities and resources [8]. In this study the construct of the perceived behavioral control has categorized into two factors- price and availability of information.

A. Price

Price of an apparel plays a crucial factor in analyzing consumers buying behavior. Generally, consumers tend to associate high price with high quality. In many cases price works as a determinant to evaluate the quality of a product. Several market surveys revealed the fact that organic products come up with a comparatively higher price than non-organic products.

In some cases, higher price can be a barrier especially in the context of developing country like Bangladesh where price is one of the major factors regarding consumers purchase decision. A study was conducted by Sarker [18] regarding consumer's preferences towards eco-fashion in Bangladesh. Based on the feedbacks of the respondents of that particular study it has been revealed that majority of consumers in Bangladesh have positively accepted the fact that eco-friendly apparels cost higher. Around 90% of the respondents agreed that they would pay extra for an apparel which has an environmentally friendly value with it. In another study held by Teotia [8] it has been affirmed that price positively influence consumers' willingness to buy eco-friendly clothing.

B. Product Availability

Availability of biodegradable products has a major role in consumers purchase decision. It has been found in research that lack of accessibility is a barrier for consumers purchase intention towards environment friendly products. Consumers often willing to pay more for certain organic products but they find it difficult to buy if the product is hard to get or unavailable [8].

The research conducted by Sarker [18] further revealed that the reasons behind consumers not to buy eco-friendly apparel was lack of availability of the products. Among 263 respondents nearly 60% answered that they could not buy the eco-friendly apparel due to inaccessibility of the products in the market. On the contrary it has been found in some other research that availability of green products influences consumers to purchase those kinds of products [19].Based on the previous literatures the proposed hypothesis is given below-

H3: Perceived Behavioral Control positively influences young consumers purchase intention towards biodegradable clothing.

2.6. Moral Obligation

According to Teotia [8] moral obligation plays a significant role due to consumers eco-friendly purchase decision as the products claim to have reduced or no harm in environment. Moral obligation can be defined as a set of guidelines that help people to behave in a certain manner which is appropriate to society [20].The findings of several studies reveal that moral obligation can be an additional determinant to analyze consumers purchase intention towards biodegradable clothing. According to a study conducted by Hwang et. al. [21] moral obligations has a positive effect on young consumers' willingness to buy environment friendly (organic) clothing. The study was about an online survey which was held to examine the purchase intention of young

consumers regarding fair trade, environmentally friendly clothing (organic and recycled).

There are only a few researches regarding moral obligation and eco-friendly purchasing conducted in the context of Bangladesh. Based on the prior literature the proposed hypothesis is presented below-

H4: Moral obligation positively influences young consumers intention to purchase biodegradable clothing.
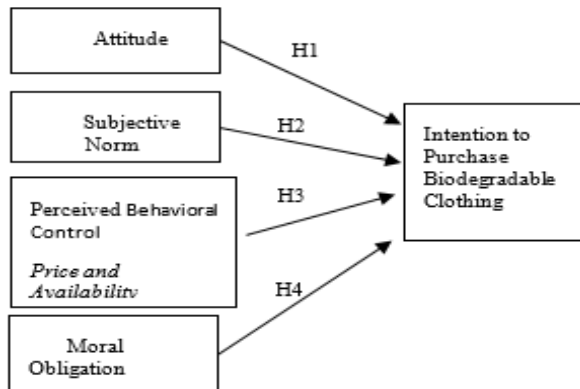

Figure: Proposed Conceptual Framework

3. Methodology

A set of structured closed ended questionnaires have beenadopted from previous literature. Furthermore, questionnaires were started with demographic sections and later will be directed towards main section. Scale was measured using 5- point Likert scale from strongly disagree to strongly agree.For this study all of the results have been undertaken using IBM Statistical Package for the Social Sciences version 25 in order to collect, analyze and formulate data. Descriptive statistics were run to analyze demographic variables. In order to identify the nature of the selected sample frequencies have been collected. For the reliability test Cronbach' 'alpha was performed. After that factor analysis was conducted to identify the main factor and Multiple regression mode was used to test the hypotheses. For this research non-probability sampling has been applied. In this particular method respondents have selected based on their accessibility. This type of method is suitable for this study because of time and resource constraints.

Different countries use varied age range to define youth. According to Matin and Morshed [22], Bangladesh denotes youth as individuals aged 18-35 years. As the study focuses on young consumers, all the respondents with ages between 18 to 35 have been selected.

4. Results and Discussion

4.1 Reliability Test

Reliability of any given measurement indicates the extent to which it is a consistent measure of a scale and Cronbach's alpha is one way of measuring that consistency. It is a parameter to measure reliability. It is a parameter to measure reliability. In other words, Cronbach's alpha is a measure

used to assess the reliability or internal consistency of a set of scale to test an item. The resulting α coefficient of reliability ranges from 0 to 1. The higher the value the more reliable the data is. The α coefficient for this case is .811 and which indicates higher internal consistency.

Table 1: Reliability Test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
.811	.757	31

4.2 Factor Analysis & Results

Factor analysis was conducted to find out the main factors related to the study through the using principal component analysis. In order to test the construct validity of the study, Bartlett's test was done. Through Kaiser- Mayer_ Olkin (KMO) test, sampling adequacy is generally measured. Generally, we can use KMO to figure out whether the data are suitable enough or not to run factor analysis. Furthermore, it (KMO) is also used to see whether there is any variable drop out occurs because of multi-collinearity.

Table 2: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.655
Bartlett's Test of Sphericity	Approx. Chi-Square	655.189
	df	253
	Sig.	.000

Bartlett's test indicates the strength of the relationship among variables. This tests the null hypothesis that correlation matrix is an identity matrix [23]. From the table it can be seen that Bartlett's test of Sphericity is highly significant (.000) as it is less than 0.05. The significance level is small enough to reject this hypothesis. It is also proven that correlation matrix is not identity matrix.

The acceptable range here must be more than 0.5. It is also notable that, the range between 0.5 to 0.7 falls under mediocre range, range between 0.7 and 0.8 considers good category and any value above 0.9 is regarded superb [23]. The result of this research reached quite satisfactory level as the value derived is .655 which exceeds the minimum required level of criteria.

4.3 Total Variance Explained

The Eigenvalue table has been divided into three sub-sections: Initial Eigen Values, Extracted Sums of Squared Loadings and Rotation of Sums of Squared Loadings. For analysis and interpretation purpose we are only concerned with Extracted Sums of Squared Loadings. Eigenvalue usually depicts the number of extracted factors whose sum should be equal to number of items which are subjected to factor analysis.

From the table we can see that first factor accounts for 27.326% of the variance, second factor 11.036%, third factor 8.275%, fourth 7.762% and fifth factor 5.954%. In this case all the remaining factors are insignificant.

Table 3: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.285	27.326	27.326	6.285	27.326	27.326
2	2.538	11.036	38.362	2.538	11.036	38.362
3	1.903	8.275	46.637	1.903	8.275	46.637
4	1.785	7.762	54.399	1.785	7.762	54.399
5	1.369	5.954	60.353	1.369	5.954	60.353
6	1.156	5.027	65.379			
7	1.012	4.400	69.779			
8	.912	3.963	73.742			
9	.900	3.913	77.655			
10	.826	3.590	81.245			

Table 4: Factor Loading Matrices

	F1	F2	F3	F4	F5
Attitude					
Purchasing biodegradable clothing is good	.600				
Favorable attitude towards buying	.763				
Positive attitude towards buying	.568				
Environmental friendliness	.711				
Subjective Norm					
People in social network buy biodegradable clothing		.744			
Buying biodegradable clothing is popular		.799			
Purchasing biodegradable clothing has become a trend		.658			
People near me influence my behaviour		.586			
Biodegradable clothing increases my social status		.674			
Perceived Behavioural Control (Price and Availability)					
Affordability to buy			.783		
Willingness to pay extra			.693		
Easy to find			.725		
Available to find			.588		
Moral Obligation					
Morally obliged to buy				.820	
Conforms to my principles				.857	
Feel like a better person				.649	
Purchase Intention (Dependent Variable)					
Likelihood to buy biodegradable clothing is high					.547
Prioritize to buy biodegradable clothing					.696

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740[a]	.547	.506	.60847
a. Predictors: (Constant) Attitude, Subjective Norm, Perceived Behavioral Control: Price and Availability, Moral Obligation				
b. Dependent Variable: Purchase Intention				

Notes: Extraction method: principal component analysis. Based on five factors specifications including the dependent factor (not on eigen value > 1). Rotation Method: oblique (oblimin – SPSS) with Kaiser Normalization. All numbers in the table are magnitudes of the factor loadings multiplied by 100. Loadings that are 0.50 or less are not shown.

4.4 Regression & Hypothesis Testing

In order to test the hypotheses regression analysis was conducted. The hypotheses of this study are concerned with individual value of four variables on the consumers purchase intention towards biodegradable clothing. The test of these

hypotheses direct to accomplishment of the objective of this study. The strength of influence of each of the independent variable on consumer purchase intention towards

biodegradable clothing have been addressed and results are presented below.

Hypothesis Testing 1

The influence of young consumers attitude towards biodegradable clothing was not supported during hypothesis testing as it did not reach minimum acceptance level (P<.05). It can be said that consumers favorable attitude towards biodegradable clothing did not reflect their purchase intention. This result in line with a previous literature where it has been shown that attitude has an insignificant effect on South Korean consumers purchase intention towards organic apparel [24].

Hypothesis Testing 2

The influence of subjective norm towards biodegradable clothing was not supported in hypothesis testing as it did not meet minimum acceptance level (p<.05). This can be

indicated that social influence does not direct them towards their purchase intention towards biodegradable clothing. Consumers does not associate their social status with their purchase intention as well. There is not enough study in support of this particular result. One particular reason can be the sample group. In this study the focus is on young consumers and there is not enough study which is solely focused on young consumers. But one particular study showed that subjective norm of consumers does not have significant influence on consumers' willingness to buy green product. The study was focused on women in West of Tehran [25].

Table 6: ANOVA Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	24.190	5	4.838	13.067	.000^b
	Residual	19.993	54	.370		
	Total	44.183	59			
a. Dependent Variable: Purchase Intention						
Predictors: (Constant), Attitude, Subjective Norm, Perceived Behavioral Control: Price and Availability, Moral Obligation						

Hypothesis Testing 3
The result of the test accepts the hypothesis which indicates that perceived behavioral control has a positive influence on young consumers intention to purchase biodegradable clothing by measuring two factors price and availability. It indicates that price is not a barrier for consumers purchase intention. The result goes with the previous studies as well. A study was held by Teotia[8] where it has been affirmed that price positively influence consumers' willingness to buy eco-

friendly clothing. In addition to this, availability factor has a positive influence on young consumers' purchase intention towards biodegradable clothing. It has been found in previous research that availability of green products influences consumers to purchase those kinds of products [19].

Hypothesis Testing 4
The result shows that moral obligation has a positive influence on young consumers' purchase intention towards biodegradable clothing. According to Hwang et. al. [21] moral obligations has a positive effect on young consumers' willingness to buy environment friendly (organic) clothing. The study was about an online survey which was held to examine the purchase intention of young consumers regarding fair trade, environmentally friendly clothing (organic and recycled).

5. Conclusion

The research on young consumes purchase intention towards biodegradable clothing is rare and sporadic. The current study contributes invaluable insights in this regard. Apparel brands who are mostly focused on biodegradable issue, it is beneficial for them to gain knowledge of factors that motivates young consumers purchase intention. The TPB model was applied to consumers' purchase intention in the context of Bangladesh with the inclusion of one new factor. Furthermore, it is to bementioned that none of the previous research was conducted regarding young consumers purchase intention and this research will hopefully add a new dimension in this regard. It can be seen in the current study that moral obligation has a positive influence on young consumers' purchase intention. It can also be said that price does not act as a purchase barrier in this case. The current study promises to contribute to the academic literature on Bangladeshi consumer behavior by providing relevant insights into young consumers' intention to purchase biodegradable clothing. Despite the interesting results of this study, certain limitations were encountered during the course of this study. The improvement upon these limitations could still be implemented in future research. There was a time constrain as the study was conducted with in the limited time frame of course work. Additionally, this is one of the first studies that measures Bangladeshi consumers' behavioral intention toward biodegradable clothing focusing on young consumers. Researchers interested in conducting studies on a similar topic with same target group are advised to collect a large sample for future study.

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