

Chinese consumers' purchase intention for eco-fashion: An extension of the Theory of Planned Behavior

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Abstract

Purpose: The main objective is to determine the factors influencing Chinese consumers' purchase intention towards eco-fashion based on the TPB model.

Design/methodology/approach: A quantitative research method was employed to gather questionnaire data from Chinese consumers who had purchased the eco-fashion products. The PLS-SEM has been used.

Findings: The results indicate that these three variables of the TPB model positively influence purchase intention. The study discovers that environmental concern and consumers' knowledge positively influence attitude, subjective norm, and perceived behavioral control.

Research limitations/implications: Future studies can delve into the mediating factors and moderators between antecedent variables and purchase intention.

Practical implications: This research can provide valuable insights for enterprises in formulating effective marketing strategies to attract more consumers. They can emphasize the importance of environmental concerns and popularize eco-fashion knowledge.

Originality/value: This study helps to understand the importance of the selected factors in influencing Chinese consumers' purchasing intention towards eco-fashion.

Keywords: eco-fashion, purchase intention, TPB, environmental concern, knowledge

Introduction

The production process of fashion products is associated with significant energy consumption, the pollution of water resources and the degradation of marine ecosystems (Sustainyourstyle, 2022). With the rise of environmental pollution and the depletion of resources, governments and relevant organizations worldwide have implemented various measures. The utilization of non-biodegradable materials within the fashion industry has also faced scrutiny from environmental experts (IvyPanda, 2020). China, being one of the largest consumer markets and supply chain producers globally, holds significant influence on the sustainable fashion development process (Wang, 2022). A small percentage of less than 1% discarded clothing are repurposed and recycled in China (Excellence, 2022). The government has implemented stricter regulations regarding fabric manufacturing emissions and fabric recycling. In response, certain brands have begun assessing the environmental impact of their fabrics to ensure compliance with sustainable development standards (McKinsey, 2022). Some companies are

currently demonstrating their commitment and implementing tangible measures in various areas, such as design and development, raw material selection, manufacturing, consumption, and recycling, to mitigate the environmental consequences associated with the fashion industry (McKinsey, 2022; Wang, 2022).

There is a growing awareness among Chinese consumers regarding the significance of sustainable development. Consequently, these consumers are increasingly inclined to allocate resources for energy and finances to environmental conservation efforts (Accenture, 2022). However, there is still a need for the current proportion of eco-fashion products to increase. According to the sales platform of Alibaba, fashion products were ranked sixth among green products, falling behind home improvement products, home appliances, and food (AliResearch, 2016). In the context of sustainable fashion behavior, the selection of textiles manufactured from eco-friendly materials ranked third, with the top two being the purchase of fewer clothes and the donating of used garments (Syntao, 2020). Therefore, it is necessary to investigate the factors that influence the Chinese consumers' purchase intention towards eco-fashion products.

Past studies have examined the factors that impact the willingness to purchase eco-fashion among consumers. A study on the purchasing intention of Indonesian consumers for sustainable fashion explored the effect of social norms and attitudes on intention and actual behavior (Dewanto & Belgiawan, 2020). Based on the TPB theory, Abraret al. (2021) explored the influencing factors of purchase intention of eco-friendly clothing among consumers in Pakistan. Building upon the TPB model, Chi et al. (2021) incorporated environmental knowledge into elucidating the determinants of American consumers' purchase intention towards slow fashion. Past studies have also investigated the influence of various factors on the purchase intention of Chinese consumers towards sustainable clothing. Yoo et al. (2021) investigated the effect of environmental awareness on purchase intention towards upcycling fashion products in China. Li et al. (2019) studied how Chinese consumers use social media to understand environmentally sustainable clothing consumption behavior and how peers affect their purchase intentions.

Previous research on eco-fashion products has predominantly concentrated on eco-friendly clothing, with comparatively less attention given to eco-fashion products, including shoes and accessories. The TPB model is more employed in investigating other countries consumer behavior related to eco-fashion. In contrast, the utilization of this theory is infrequent in studies examining the consumption intention of Chinese consumers towards the purchase of eco-fashion. Additionally, previous studies have explored the effect of knowledge on Chinese consumers' attitude and intention towards eco-fashion. However, there is relatively less research analyzing the impact of knowledge on the other variables in TPB. Furthermore, environmental concern has been more commonly used to investigate its direct impact on consumers' intention and less to explore its influence on these three variables in TPB.

Therefore, this study aims to examine the effect of consumer attitudes, subjective norms, and perceived behavioral control on purchase intention based on TPB and to explore the effects of knowledge and environmental concern as antecedents on these three influential variables in TPB model. In addition, it aims to explore the factors influencing Chinese consumers' purchase intention towards eco-fashion and to provide marketing strategies for fashion companies in the Chinese market, promoting the sustainable transformation of the eco-fashion industry.

Literature Review

Eco, short for ecology, was first used to refer to ecology related to the environment (Cambridge Dictionary, 2022). Fashion products include clothing, accessories, and footwear made from textiles and related items (UN Alliance, 2022). Researchers have different interpretations of the definition of eco-fashion products (Fu & Kim, 2019; Kim & Suh, 2022; Thomas, 2008; Tran et al., 2022). This study defines eco-fashion products as clothing, footwear, and accessories made from sustainable fabrics. Types of sustainable fabrics include natural fabrics produced organically, biodegradable materials, and reusable fabrics that can be recovered through physical and chemical recycling (Du et al., 2002).

Consumers' purchase intentions describe and reflect their behavior and decision-making process during the purchase (Fishbein & Ajzen, 1975). The theory of planned behavior (TPB) has been extensively used in examining green consumption to enhance comprehension of intentions and sustainable behavior. Ajzen (1991) introduced the TPB, offering a practical theory to address the intricacies of human social behavior. Ajzen's (1991) proposition suggests that the TPB can accurately predict behavioral intentions by incorporating attitude, subjective norm, and consumers' perceived behavioral control as influential factors that affect various behavioral patterns. Guo & You (2023) used the TPB model to verify the significant positive impact of the three variables of the TPB on the purchase intention. Kumar et al. (2022) extended the TPB model to analyze Indian youth's purchase intention of sustainable clothing. Based on the TPB model, Lavuri (2022) explored the factors influencing the purchasing intention of millennials in emerging markets for ecologically sustainable products. A comprehensive examination of previous studies on the utilization of the TPB confirmed that this theoretical framework has been extensively employed to analyze the determinants influencing individuals' purchase intention within the realm of sustainable products. In this study, the TPB theory will be used to analyze eco-fashion products and will be instrumental in achieving the research objectives.

Attitude

Attitude is a term that consumers like or dislike when making decisions about purchasing a product (Ahmed et al., 2021). Amalia & Darmawan (2023) analyzed the influence of cruelty-free personal care products purchasing intention in Indonesia indicating that attitude positively influences purchase intention. A study on the influence of CSR on intention examined the mediating influence of attitude and confirmed the positive influence of brand attitude on purchasing intention (Arachchi & Samarasinghe, 2023). A study on the purchase of electric vehicles by Malaysian Generation Y consumers combined the TPB and technology acceptance model (C-TAM-TPB) found a positive influence of attitude on consumers' purchasing intention (Vafaei-Zadeh et al., 2022). Carrión Bósquez et al. (2023) studied on the organic products exploring that the consumers' subjective attitude has a positive influence on the purchasing intention. Kumar et al. (2021) studied on Indian consumers' intention to buy sustainable apparels exploring that attitude is the strongest variable in shaping willingness to purchase. A study conducted by Muhammad et al. (2022) explored that consumer attitude significantly influence the intention to purchase organic meat among Chinese consumers. The research on sustainable fashion willingness to purchase of Vietnamese consumers concluded that in order to influence consumer purchase intentions, companies should prioritize strategies aimed at enhancing consumer attitudes towards sustainable fashion (Ho et al., 2020). Some other studies have shown that consumer attitudes towards sustainable clothing products positively impact their purchase intentions (Jung et al., 2020). We formulated the hypothesis:

H1: Consumer attitude has a positive impact on purchase intention.

Subjective norm

Subjective norms refer to individuals' beliefs regarding the social acceptability of certain behaviors and the approval or disapproval of these behaviors by others, particularly those who hold significance in their social circles (Muralidharan & Sheehan, 2016). A research on the willingness to buy organic food among college students in China found that subjective norm has the greatest influence on purchasing intention among the three variables of the TPB (Ahmed et al., 2021). Cavite et al. (2022) studied on the Thai consumers' intention for organic rice and indicated that subjective norms significantly influence willingness to buy, while attitude and perceived behavioral control have no influence on purchase decision. Campos et al. (2022) discovered that the effect of subjective norms is more pronounced among individuals who engage in frequent purchases of sustainable fashion as opposed to those who rarely do so. A study researched by Riesgo et al. (2022) examined the patterns of sustainable fashion consumption and revealed that individuals who engage in sustainable consumption practices demonstrate a greater adherence to subjective norms. We developed the hypothesis:

H2: Subjective norm positively influence purchase intention.

Perceived behavioral control (PBC)

PBC encompasses an consumer's subjective evaluation of the level of challenge linked to the execution of a specific decision. The concept being discussed in this context pertains to the extent to which an consumer perceives their capacity to exert control over the execution of a particular action (Ajzen, 1985). Carrión Bósquez et al. (2023) employed the TPB to explore that PBC influences the willingness to buy organic food among millennial consumers in Ecuador. Borusiak et al. (2020) found a noteworthy positive relationship between PBC and the decision to participate in second-hand purchase. PBC has a significant effect on the willingness to purchase of US consumers for slow fashion clothing (Chi et al., 2021). A research on exploring the decision of consumers to purchase electric vehicles confirmed that PBC positively affect purchasing intention (Vafaei-Zadeh et al., 2022). The findings of the research on the willingness to purchase showed that PBC has a positive impact on purchasing intention, but the impact coefficient is lower (Guo & You, 2023). However, a survey of Korean consumers' behavioral intention to purchase sports goods online found that PBC has no impact on purchasing desire (Chiu et al., 2018). We developed the hypotheses :

H3: Perceived behavioral control has a positive influence on purchase intention.

Environmental concern

It refers to an consumer's recognition of the precarious state of the environment, which is jeopardized by perceived factors such as resource depletion and pollution (Diekmann & Franzen, 2019). The main methods of changing the consumption status of individuals arising from environmental awareness include the choice of fair trade and the consumption of environmentally friendly products with low environmental impact (De Toni et al., 2018). Personal knowledge has a significant influence on environmental concern, and then positively influence the three variables of the TPB of Indian millennial consumers buying sustainable products (Lavuri, 2022). For young Bangladeshi consumers who are worried about the earth's resources, environmental concern positively influence the attitude towards purchasing sustainable products (Nekmahmud & Fekete-Farkas, 2020). If individuals believe that they can contribute positively to the natural environment, their inclination to engage in sustainable consumption is likely to increase (Rosa & Jorgensen, 2021). A study that explored the effect of American consumers on the purchase of second-hand product found that environmental concerns positively influence attitudes, which in turn influence the purchasing intention of second-hand items (Seo & Kim, 2019). In contrast, these concerns do not significantly impact

subjective norms (Jabori et al., 2019). Environmental concerns do not directly influence willingness to purchase, but indirectly affect through the three main TPB variables (Kumar et al., 2022). A recent investigation conducted by Gupta (2021) examined the sustainable purchasing behavior among Indian consumers and revealed that environmental concerns significantly affect perceived behavioral control. The following three hypotheses have been developed:

H4: Environmental concern positively affect consumer attitude.

H5: Environmental concern positively influence subjective norm.

H6: Environmental concern positively influence perceived behavioral control.

Knowledge

In the studies of consumer behavior, knowledge is to shape how consumers gather and categorize information (Alba & Hutchinson, 1987). A significant factor contributing to consumers' reluctance to adopt eco-friendly products is their limited ability to differentiate between conventional and eco-friendly products (Tran et al., 2022). A recent study conducted by Ho et al. (2020) in Ho Chi Minh City revealed that individuals seeking additional information are more likely to make informed choices when purchasing sustainable fashion. The relationship between knowledge and buying attitude indicates that knowledge positively impacts attitude (Gupta, 2021; Li & Jaharuddin, 2020). A study of eco-fashion design behavior explored that the knowledge of the designer significantly positively affect on the attitude towards eco-fashion design (Hatef Jalil & Shaharuddin, 2020). Knowledge plays a significant role in shaping their subjective norms toward sustainable behavior (Gupta, 2021). Personal knowledge significantly influence green product purchasing the three variables in the TPB model among Indian millennials (Lavuri, 2022). The research conducted by Bong and Jin (2017) indicated that knowledge positively influences both attitude and perceived behavioral control. We developed these three hypotheses :

H7: Knowledge positively affect consumer attitude.

H8: Knowledge has a positive effect on subjective norm.

H9: Knowledge has a positive influence on perceived behavioral control.

Based on the review of the previous literature, Figure 1 demonstrates the relationship between the variables.

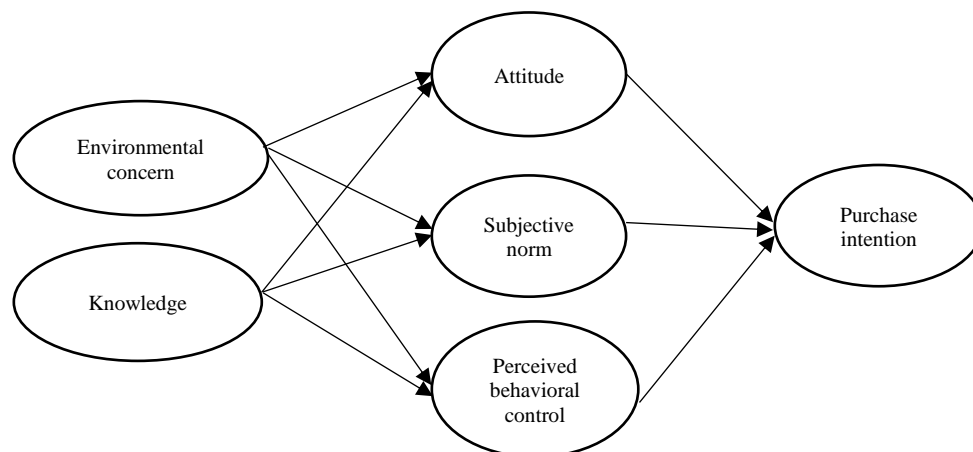


Figure 1. Research framework

Methods

Considering the requirement for survey participants to possess the capacity to purchase eco-fashion products, this study focuses on Chinese consumers who are at least 18 years old and have previously purchased eco-fashion products. Since eco-fashion are in the early stages of development in the Chinese market, this study employed the snowball sampling method within the framework of non-random sampling to gather more reliable and effective data. This study used a quantitative research approach utilizing a questionnaire to conduct cross-sectional research. Given that the research focuses on Chinese consumers, the questionnaire was initially drafted in English and then subsequently translated into Chinese. The data was collected using the data collection software "Wenjuanxing," and questionnaires were distributed through "Wechat," which is widely used in China. This study adhered to ethical requirements during the data collection process, ensuring that the questionnaire results will be treated as confidential.

This study employed a structured questionnaire that included fundamental information about the participants and variables under investigation. The first part is on basic demographic questions, followed by various constructs of variables in this research. This section of the inquiry draws upon previously utilized items in research, which have been modified to align with the objectives of this study. The items about social norm (SN) and perceived intention (PI) were derived from a previous investigation on green sportswear conducted by Nam et al. (2017). The items related to perceived behavioral control (PBC) were adapted from a study on slow-fashion apparel conducted by Chi et al. (2021). The items concerning attitude (AT) and knowledge (KN) were adapted from a research study on sustainable fashion conducted by Ho et al. (2020). Lastly, the items on environmental concern (EC) were adapted from a study on green buying behavior conducted by Gupta (2021). The collected data was analyzed by the PLS-SEM with SmartPLS software.

Findings

A total of 235 questionnaire responses were collected in this survey. After excluding invalid data, a total of 205 valid data were gathered. A total of 80 male participants and 125 female participants were included in the investigation. 107 individuals (52.20%) fall within the age range of 26-35, 18.54% of the respondents belong to 18-25 age group and 15.61% belong to 36-45 age group. In relation to the educational attainment, 79 individuals (38.54%) were pursuing a bachelor's degree, and 44 individuals (21.46%) had attained a master's degree or higher. In relation to monthly income, it is observed that 28.29% have an income between 3000-5000 CNY, and an equal percentage showed between 5000-8000 CNY. 49 individuals (23.90%) reported having an income exceeding 8,000 CNY. The respondents' profile is shown in Table 1.

Table 1

Demographic Characteristic of the sample

	Demographics	Frequency	Percent(%)
Gender	Male	80	39.02
	Female	125	60.98
Age	18-25	38	18.54
	26-35	107	52.20
	36-45	32	15.61
	46-55	22	10.73
	Above 55	6	2.93
Education	High school or less	39	19.02

Income (CNY/Per month)	Junior college	43	20.98
	Bachelor	79	38.54
	Above master	44	21.46
	Below 1000	16	7.80
	1000-3000	24	11.71
	3000-5000	58	28.29
	5000-8000	58	28.29
	Above 8000	49	23.90

PLS-SEM has been proven to be a popular research method in the field of marketing (Hair, 2019). The first model of the PLS-SEM is the measurement model, which depicts how the measured variables represent the underlying structure. The second model is to illustrate the relationships between the actual structures.

Evaluation of the measurement model

The evaluation process begins with assessing the outer loadings, whereby a score exceeding 0.708 signifies satisfactory project reliability (Hair, 2019). All values in the acquired data exceed the threshold of 0.708, satisfying the evaluation criteria. The subsequent procedure involved assessing each construct's internal consistency reliability, as Hair (2019) outlined. All composite reliability values surpass a threshold of 0.70, indicating a acceptable level of reliability. All the data presented in Table 2 satisfies the specified criteria. AVE is used to assesses convergence validity. The assessment evaluates the AVE from all metrics linked to a specific structure. An satisfactory AVE value is 0.50 or higher (Hair, 2019), and all the data presented satisfies the specified criteria. Table 2 presents the aforementioned data.

Table 2
Validity and reliability

Constructs	Items	Outer loadings	rho_c	AVE
AT	AT1	0.887	0.953	0.804
	AT2	0.894		
	AT3	0.897		
	AT4	0.882		
	AT5	0.922		
SN	SN1	0.914	0.904	0.759
	SN2	0.767		
	SN3	0.923		
PBC	PBC1	0.895	0.927	0.808
	PBC2	0.885		
	PBC3	0.916		
EC	EC1	0.833	0.908	0.712
	EC2	0.837		
	EC3	0.901		
	EC4	0.802		
KN	KN1	0.876	0.910	0.716
	KN2	0.871		
	KN3	0.763		
	KN4	0.870		
PI	PI1	0.951	0.951	0.865
	PI2	0.929		
	PI3	0.910		

HTMT standard serves as a measure of the true correlation between two constructs (Hair, 2019). A value above 0.90 suggests a deficiency in discriminative validity, with more conservative thresholds sometimes set at 0.85 (Henseler et al., 2015). All values lower than 0.85, suggesting that there is no issue with discriminative validity. Table 3 presents the aforementioned data.

Table 3
HTMT

Constructs	AT	EC	KN	PBC	PI	SN
AT						
EC	0.665					
KN	0.332	0.356				
PBC	0.523	0.520	0.695			
PI	0.713	0.736	0.466	0.672		
SN	0.733	0.708	0.487	0.582	0.832	

Evaluation of the structural model

A structural model is an analytical framework that investigates the underlying structure of interrelationships as represented by a set of equations (Hair, 2019). Evaluating structural theory entails the assessment of the statistical meaningfulness of structural relationships, as well as the acceptability of the predictive power exhibited by the theoretical model (Hair, 2019). The initial stage in assessing a structural model involves examining the collinearity of the predictors' construction. The exogenous construct's potential variable score is utilized as an input in multiple regression to obtain the VIF value for the predictor construct (Hair, 2019). In the context of variance-based SEM, the full collinearity test suggests that VIFs equal to or exceeding 3.3 indicate the presence of collinearity (Kock & Lynn, 2012). All VIFs presented in Table 4 are below the threshold of 3.3, which means that the issue of collinearity does not pose a critical concern in our dataset.

Table 4

VIF

Constructs	AT	SN	PBC	EC	KN	PI
VIF	2.143	2.654	2.124	2.013	1.656	3.128

The subsequent step involves assessing the path coefficients. The strength of the relationship is weaker when the estimated coefficient approaches 0 (Hair et al., 2014). One-tailed tests are employed when it is possible to predict the direction of the hypothesized relationship pair. According to Hair (2015), the significance level critical values commonly used for one-tailed tests are 2.33, 1.645, and 1.28 for $\alpha = 0.01$, $\alpha = 0.05$, and $\alpha = 0.10$, respectively. The findings demonstrated statistically significant results for H1 ($\beta = 0.247$, $P < .001$), H2 ($\beta = 0.449$, $P < .001$) and H3 ($\beta = 0.258$, $P < .001$). Therefore, H1, H2, and H3 are supported. The findings from the regression analysis indicate that H4 ($\beta = 0.568$, $P < .001$), H5 ($\beta = 0.530$, $P < .001$) and H6 ($\beta = 0.299$, $P < .001$) provide evidence of a significant direct impact of EC on AT, SN, and PBC, respectively. Thus, H4, H5, and H6 are supported. The H7 ($\beta = 0.125$, $P = 0.041$), H8 ($\beta = 0.265$, $P < .001$) and H9 ($\beta = 0.518$, $P < .001$) demonstrated a significant direct impact of KN on both AT, SN and PBC. Hence, H7, H8, and H9 are supported. Table 5 displays the aforementioned data.

Table 5

Path coefficients evaluation

Hypothesis	Item	Std beta	Std error	T-values	P-values	f ²	BCI LL	BCI UL
H1	AT -> PI	0.247	0.069	3.604	p<.001	0.097	0.148	0.377
H2	SN -> PI	0.449	0.069	6.517	p<.001	0.302	0.323	0.551
H3	PBC -> PI	0.258	0.064	4.043	p<.001	0.135	0.154	0.365
H4	EC -> AT	0.568	0.061	9.330	p<.001	0.473	0.465	0.662
H5	EC -> SN	0.530	0.052	10.113	p<.001	0.453	0.440	0.614
H6	EC -> PBC	0.299	0.064	4.698	p<.001	0.148	0.191	0.398
H7	KN -> AT	0.125	0.072	1.740	0.041	0.023	0.004	0.244
H8	KN -> SN	0.265	0.062	4.277	p<.001	0.113	0.161	0.365
H9	KN -> PBC	0.518	0.054	9.514	p<.001	0.443	0.428	0.609

R square is a metric used to assess the accuracy of a predictive model (Hair et al., 2014). As presented in Table 6, we tested the effect of the AT, SN and PBC on PI, the R^2 was 0.649, which showed that the three predictors explained 64.9% of the variance in PI. 0.377, 0.433 and 0.448, respectively, indicate that EC and KN explain 37.7%, 43.3% and 44.8% of the variance in AT, SN and PBC.

Table 6
R square

Constructs	R-square	R-square adjusted
AT	0.383	0.377
SN	0.438	0.433
PBC	0.453	0.448
PI	0.654	0.649

This study used PLSPredict method to assess the predictive power. The data shows that the Q^2 predict was greater than 0, which indicates the existence of a predictive correlation. According to the results presented in Table 7, the majority indicators values in the PLS-SEM are comparatively lower than those in the LM. This indicated that the model appears a medium level of predictive power.

Table 7
PLSPredict

Items	Q^2 predict	PLS-SEM_RMSE	LM_RMSE	PLS-LM
PI1	0.445	0.616	0.618	-0.002
PI2	0.354	0.624	0.615	0.009
PI3	0.381	0.704	0.709	-0.005

Discussion and Conclusion

The findings show that the Chinese consumers attitude towards eco-fashion significantly positively influences their intentions to make purchases. This result is consistent with previous studies (Jung et al., 2020; Kong et al., 2016). When consumers have a positive attitude towards eco-fashion, their intention to purchase will correspondingly escalate. The findings indicate that subjective norm positively affects purchase intention, aligning with prior research (Riesgo et al., 2022). The findings suggest that subjective norms exert the most significant impact on individuals' purchase intentions. This phenomenon can be attributed to the impact of collective culture, as Chinese consumers tend to be more influenced by their social circle, including friends, family, peers, and society. Similarly, the findings demonstrate a relationship between Chinese consumers' perceived behavioral control and their willingness to purchase, aligning with prior research (Karatu & Mat, 2015). According to Yeon and Chung (2011), individuals tend to have a higher sense of control and an increased intention to act when they perceive themselves to possess greater resources, such as time, money, and skills.

The findings indicate that environmental concern significantly affects consumer attitude and perceived behavioral control. This finding aligns with the prior study researched by Chen and Tung (2014). The more consumers know about the environmental situation the more their positive attitude towards eco-fashion. Environmental concerns have a stronger influence on subjective norms than on other factors in TPB. In the current context of promoting sustainable

development, consumers more worried about the environment are more likely to be influenced by society and others. Similarly, the level of knowledge among Chinese consumers regarding eco-fashion has been found to positively affect their attitudes, which aligns with the previous studies (Ceylan, 2019; Gupta, 2021; Kong et al., 2016; Li & Jaharuddin, 2020). Consumers' growing awareness and understanding of eco-fashion contribute to a more favorable perception and inclination toward purchasing eco-fashion items. Knowledge also exerts a positive influence on subjective norms. This phenomenon can be attributed to the increased consumer knowledge, enabling them to comprehend better why others use or recommend eco-fashion products. Knowledge has a strongest effect on perceived behavioral control. Consumers' familiarity with eco-fashion products enhances their ability to distinguish between eco-fashion products and conventional ones, facilitating their decision-making process during the purchase.

To summarize, the purchase intention of Chinese consumers towards eco-fashion products is influenced positively by their attitude, subjective norms, and perceived behavioral control. Additionally, environmental concern and consumer knowledge about eco-fashion positively influence these three variables.

Theoretical Implications

This research provides a substantial theoretical contribution. Firstly, it applies the TPB as a theoretical framework to address the existing literature gap on the willingness of Chinese consumers to purchase eco-fashion. The results provide empirical evidence for the practical application of TPB in understanding the consumption patterns towards eco-fashion products among Chinese consumers.

Secondly, the study aims to enhance the TPB theoretical model by integrating environmental concerns and knowledge as the additional components within the framework. In addition, the study analyzes the influence of environmental concerns and consumers' knowledge of eco-fashion products on the three variables in the TPB. Through analyzing these two key variables, knowledge and environmental concern, the research enriches the knowledge system of the influencing factors on willingness to purchase eco-fashion products. These findings provide a theoretical foundation for further exploration in this specific research area.

Practical and Social Implications

This study investigates the Chinese consumers willingness to purchase eco-fashion products and identifies relevant influencing factors. It aims to provide strategic support for producing and marketing eco-fashion products in the Chinese market and offer references for the green and sustainable development of eco-fashion products in China. Companies can establish consumer communities and implement rewarding promotional models to connect people and maximize the benefits of subjective norms. In terms of environmental concerns, companies and the government can raise consumer environmental awareness by educating the public about the current environmental situation and the importance of environmental consciousness.

In terms of knowledge of eco-fashion, businesses and the government can popularize knowledge about eco-fashion products through public service advertisements and promotional activities, enabling more people to understand the production process, product categories, and beneficial impact on the environment of eco-fashion. This can help consumers understand eco-fashion information and more beneficial impact of eco-fashion products.

Limitations and Suggestions for Future Research

This study examined the impact of the three variables in TPB on purchase intention. However, it did not investigate the interrelationships between these three variables. Therefore, future studies can delve into the complex relationship between these three variables. Furthermore, this study focuses on the direct impacts of the factors and neglects to examine the potential mediating and moderating effects. In addition, future studies may explore mediating factors and moderators between antecedent variables and dependent variables.

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