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Factors influencing purchase intention towards eco-fashion product: An empirical study of Chinese consumers

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Abstract
Purpose: Based on the VAB model, this paper examines the factors influencing the purchase intention of Chinese consumers toward eco-fashion.
Design/methodology/approach: This paper adopts the quantitative cross-sectional research method and uses the PLS-SEM to conduct data analysis.
Findings: The findings show that the consumer's attitude and perceived quality directly affect purchasing intention. Perceived price positively influences purchase attitude but not influences purchase intention. Health concern significantly affect attitudes and purchase intentions. Past environmental experience does not affect attitudes and purchase intentions.
Research limitations/implications: The mixed-methods study can be used in further research on the purchasing intentions of eco-fashion products.
Practical implications: This research examines the factors influencing purchase attitude and intention, and provides related suggestions for the manufacturers, sellers, and environmental policymakers of eco-fashion industry.
Originality/value: This paper helps to understand the importance of the selected factors in consumer attitudes and purchase intentions towards eco-fashion.

Keywords: eco-fashion, purchase intention, VAB, purchase attitude

Introduction

Fast fashion is responsible for 10% of the fashion industry's environmental pollution in terms of water waste, greenhouse gas emissions and chemical pollution (Liu et al., 2023). China is the second largest consumer market and the clothing and accessories industry accounts for 27% of the carbon emissions of China's primary consumer goods industry (McKinsey, 2022). This report also showed that 70% of greenhouse gas emissions come from the upstream links of the industrial chain, especially the production, preparation and processing of fabrics. The national policy proposes to promote the whole life cycle management of green products based on raw materials, design, production, marketing, and consumption (CTEI, 2021). With the implementation of national environmental protection policies and the call of fashion industry organizations, Chinese consumers' awareness of sustainability and rational shopping has increased. However, the current consumption data on eco-fashion in the Chinese market is not optimistic. In terms of clothing consumption, clothing appearance design, wearable occasions, and design practicality are still the selection criteria of consumers (iResearch, 2023). The report

also shows that Chinese consumers' sustainable fashion consumption behavior is more reflected in extending clothing service life and reducing the number of purchases. According to the data on green consumption intention, the ratio of consumers accepting to pay a premium for eco-fashion is significantly lower than that of green consumption for nutrition, beauty, food and personal care (Deloitte, 2023). Therefore, to solve the current problem of low market share of eco-fashion products, it is necessary to analyse the influencing factors of Chinese consumers' willingness to purchase eco-fashion. This study defines eco-fashion products as clothing, footwear and accessories made from sustainable fabrics. In terms of fabric selection from an environmental perspective, the types of sustainable fabrics include natural fabrics produced by organic cultivation, degradable materials, and reusable fabrics that can be obtained through chemical and physical recycling (Du et al., 2002).

Previous studies in many other countries investigated the factors of consumers' purchasing intention towards eco-friendly clothing based on the TPB model (Zheng & Chi, 2015). Dewanto and Belgiawan (2020) used the TPB model to discuss the influence of the attitude and social norm on Indonesian consumers' purchase intention and behavior. A study explored the effect of satisfaction and loyalty on the purchasing intention of eco-fashion (Tran et al., 2022). A study by Wei and Jung (2017) analysed how "face" affects consumers' product value and how the value influence Chinese college students' purchasing intention of environmentally friendly clothing in a collectivist culture. Zhang and Lang (2018) used the motivation-opportunity-ability theory to evaluate the effects of self-identity, environmental awareness, product knowledge, attitude, perceived opportunity and perceived ability on purchasing intention. Li et al. (2019) used the prototype willingness model and the TRA model to discuss the impact of attitudes, social influence, and subjective norms on Chinese consumers' willingness to purchase sustainable clothing.

In the past research about eco-fashion, more studies have explored the influence factors of purchase intention on environmentally friendly clothing. At the same time, less attention has been focused on the whole eco-fashion products. Regarding theoretical application, previous studies were more based on the TPB theory to discuss the consumer's purchase intention but less use the value-related theories. In addition, less literature has focused on the impact of values on attitudes. This study attempts to apply the value-attitude-behavior (VAB) model to investigate the effect of value on attitude and then verify the influence of attitude on purchase intention, which will fill in the gaps left by prior research. This study considers perceived price and health concern as values to explore the direct impact on attitude and purchasing intention and analyses the direct effect of perceived quality as value on the intention to purchase eco-fashion. Moreover, past environmental experience is used as a latent factor to analyse the impact of the purchasing experience of other green products on the purchase attitude and purchasing intention toward eco-fashion. Through the above analysis, this paper attempts to analyze the influencing factors of consumers' willingness to buy eco-fashion products to propose marketing strategies for relevant stakeholders of eco-fashion, accelerate eco-fashion's green transformation and promote sustainable fashion development.

Literature Review

Value-attitude-behavior (VAB) model provides a theoretical basis and a basic framework for studying purchase intention. Values are an explicit or implicit concept that is unique to an individual or group's characteristics and influences the choice of available modes of actions, means, and ends (Parsons & Shils, 1951). Homer and Kahle (1988a) argued that value is the abstract form of social cognition and guide individuals in what situations to enter and what to do. This influence order flowing from values to intermediate attitudes to concrete behavior is called the VAB hierarchy (Homer & Kahle, 1988b). A study of Indonesian male consumers on

beauty products used the VAB model to discuss the effect of consumer attitudes and values on purchasing intention (Wijaya et al., 2021). An empirical study of Korean consumers eating out adopted the VAB model to explore the influence of perceived value on consumers' attitudes and behavior (Kim et al., 2020). Gupta (2021) combined VAB with TPB theory to explore the effect of environmental concerns, health concerns and knowledge on consumers' attitude and behavior. Jan et al. (2019) used the VAB model to discuss attitudes and purchase behavior towards green products. This paper is based on the VAB model to explore the impact of Chinese consumers' values on purchasing attitude and purchasing intention towards eco-fashion. In terms of values, this study analyzed it from three dimensions: perceived quality, perceived price, and health concern.

Purchase intention

Intention refers to how hard people are willing to go and to perform the behavior (Ajzen, 1991). Intention consists of four distinct elements: the act itself, the target object to which it is directed, the context in which the act will occur, and the time (Ajzen & Fishbein, 1975). Shah et al. (2012) defined the purchase intention as a decision about why customers buy a certain product in particular, and it is usually related to consumer behavior, cognition and attitude. Bhakar and Dubey (2015) asserted that purchase intention is the thoughts, experiences, and factors consumers considering before purchasing and can be determined by their reaction, feedback, and level of engagement.

Hypothesis Development

Attitude

An attitude is how good or bad a person evaluates the behavior, and it can be expressed as a learned tendency for a given object to react in a way that consistently approves or disapproves (Ajzen & Fishbein, 1975). Ajzen (1991) argued that attitudes develop rationally according to the beliefs people think about the object of their attitudes. Ahmed et al. (2021) considered attitude a term consumers like or dislike when choosing on a product. According to Jan et al. (2019), attitude means people's tendency towards products based on positive ecological consequences in the field of green products. In this paper, we defined attitude as the extent to which consumers evaluate the purchase of eco-fashion. In the study of sustainable products, consumers' attitude positively impacts their purchasing willingness (Jabori et al., 2019). Consumers' brand attitude positively influences their purchasing intention (Long et al., 2022). A recent research on Chinese consumers' intention to purchase green vehicles explored that attitude has a significant impact on intention (Wang et al., 2022). The same effect has been shown in the study of consumers' intention to buy organic food (Muhammad et al., 2022). Moreover, research by Kumar et al. (2021) found that consumer attitude is the largest factor on purchasing intention. Therefore, we make the hypothesis:

H1: Attitude positively influences purchase intention.

Perceived quality

The basic components of consumer value perception are the perceived benefits that can be acquired from product quality and the perceived costs that can be obtained from product pricing (Lim et al., 2014). Perceived quality is a remarkable cognitive structure that values outcomes, comparing expectations with outcomes (Sánchez et al., 2006). Wahyu and Mayangsari (2020) considered perceived quality a higher degree of abstraction than specific product attributes, distinct from objective or actual quality. This study considers perceived value as the consumer's evaluation of the eco-fashion products quality. Zeithaml (1988) believes that price is sacrificed

to get a product from the view of the customer. Hussain et al. (2017) explored that perceived quality has a positive impact on willingness to buy counterfeit products. Similarly, studies on store-branded products and tiles discussed that perceived quality influences the purchasing intention (Calvo-Porral & Lévy-Mangin, 2017; Mirabi et al., 2015). Moreover, research by Wahyu and Mayangsari (2020) proved that perceived quality significantly influences consumers' intention towards local fashion brands. Furthermore, the study of sustainable products also found a similar relationship. In the study of environmentally friendly cars, consumers' perceived quality is a crucial factor of the intention to buy green cars (Xu et al., 2019). Therefore, we make the hypothesize:

H2: Perceived quality positively affects purchase intention.

Perceived price

Perceived price is defined as the consumer's judgment of the affordability of store-branded products (Calvo-Porral & Levy-Mangin, 2017). In this paper, we take it as the judgment of the price affordability of the eco-fashion products. An empirical study of online hotel reservations explored that perceived price has a positive impact on purchasing willingness (Lien et al., 2015). This relationship was also found in a study of the purchasing decisions of electronics consumers in Jakarta (Adirinekso et al., 2020). Past studies have also discussed the relationship between perceived price and attitude. A study conducted by Setyaningrum et al. (2023) proved the influence of Shopee users' perceived price on attitudes. However, an empirical study of electric vehicles explored that the price is the second crucial factor of purchase willingness after attitude, while the influence on attitude is insignificant (Vafaei-Zadeh et al., 2022). Thus, the hypotheses are proposed:

H3: The perceived price positively affects attitude.

H4: The perceived price positively affects purchase intention.

Health concern

Health concern relates to the degree to which someone is concerned about their health and is an internal state of self-concern (Gould, 1990). The research of Moorman and Matulich (1993) divided consumer characteristics into two categories: health motivation and health ability. Health motivation is considered the goal-oriented arousal of consumers to engage in preventive health behaviors (Maclnnis & Jaworski, 1989). Regarding personal health protection, the coronavirus epidemic has brought unprecedented psychological burdens to people (Xu et al., 2022). Stern (1992) argued that people are concerned about environmental quality not primarily for its own sake but because they perceive its loss as a threat to the health or well-being of many people. This study defines health concern as consumers' concern for their health. Hassan and Yee (2015) found that consumer health factors positively affect the willingness to purchase organic food. Cavite et al., (2022) explored a influence of the health awareness on the intention to buy organic rice. In addition, Yadav and Pathak's (2016) research also found that health awareness significantly affects consumers' attitudes toward organic food. Several studies examined the influence of health concerns on attitudes and purchasing intention in other green areas. Gupta (2021) found that health concern positively affects Indian consumers' attitudes to purchase green products. Jabori et al. (2019) proved that health awareness positively influences purchase intentions and attitudes toward green products in Iraq. Wang et al., (2020) found that Chinese consumers consider health concerns as an essential determinant when selecting green furniture, and health knowledge influences purchase attitudes and intentions positively. Therefore, we make the hypotheses:

H5: Health concern positively influences attitude.

H6: Health concern has a positively impact on purchase intention.

Past environmental experience

Measures of past behavior can be used to test the adequacy of any model designed to predict future behavior (Ajzen,1991). Conner and Armitage (1998) believed that frequent execution of a behavior may bring subsequent behavior under the control of the habit process. Bem (1972) argued that social perceivers may sometimes infer an attitude directly from past behavior. The same cognitive consistency and self-perception processes may produce attitudes consistent with the frequency of past performance, which may contribute to consistent intentions (Ouellette & Wood, 1998). This study defines past environmental experience as consumers' experience with relevant green product purchases, including organic food, green cars, energy-efficient appliances, etc. Watts and Chi (2019) found that past sportswear purchasing behavior significantly influence American consumers' attitudes towards sportswear. People who have bought fashion knockoffs before tend to have a more positive attitude towards purchasing these goods (Kim & Karpova, 2010). In another study, Lianto (2015) found that purchasing fakes in the past significantly affected the purchase intention toward counterfeit Crocs. Weisberg et al., (2011) explored that past purchase behavior also positively affects future online purchase intentions. The positive influence of the past experience on purchasing intention has also been found in green products. Yeon & Chung, (2011) found that an individual's past purchasing behavior with other sustainable products has a positive impact on the intention to buy green personal care products. Similarly, a significant influence of the past experience has been found on the purchasing natural skincare products (Boon, 2020). Thus, the hypotheses are proposed:

H7: Past environmental experience positively influences attitude.

H8: Past environmental experience positively influences purchase intention.

Based on the support of the above literature, the research framework of this paper is shown in Figure 1:

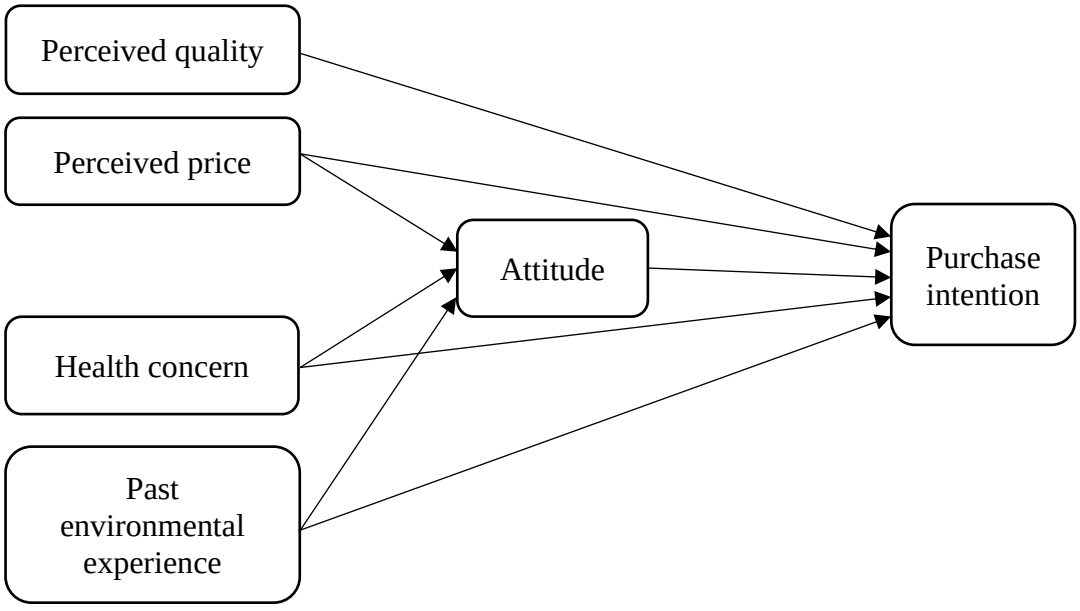

Fig. 1. Research framework.

Methods

The questionnaire in the paper includes two parts. First, we collect basic demographic information. Another part is about the independent variables and the dependent variable. The definition of the eco-fashion is shown in the introduction part of the questionnaire so that the

respondents clearly understand the research object. We then asked respondents to answer questions about the perceived quality, perceived price, health concerns and past environmental experience. Next, respondents answered questions about their attitudes toward purchasing eco-fashion products. Finally, respondents answered questions about the purchase intention.

All items in this paper were adapted from questionnaires of past validated research. The items about perceived quality are adapted from the study of green purchase intention (Lee Weisstein et al., 2014). The perceived price items were adapted from the study of slow fashion (Sung & Woo, 2019). The scale of health concerns and past environmental experience was adapted from the research of purchasing furniture (Xu et al., 2020). The attitudes project was adapted from a study of purchasing online sporting products (Chiu et al., 2018). And the purchase intention items were adapted from the study of purchasing a landscape house (Lee et al., 2013). The study was carried out using the cross-section quantitative research method. The respondents were Chinese customers who have purchased eco-fashion products and are aged over 18.

The questionnaire was distributed using the data collection software "Wenjuanxing" and "XiaoHongshu" which can be accessed to Chinese consumers. As eco-fashion products are still emerging, considering the high efficiency of questionnaire collection, this study adopts a snowball collection method. The minimal sample size of 138 cases was estimated using GPower to measure the efficacy of the analysis in this study.

Findings

After filtering the original 252 responses from the survey, 230 valid data was used for data analysis. Among them, 125 were female (54.35%) and 105 were male (45.65%). The most respondents were 18-30 years (77.39%). 13.91% belonged to the 31-40 age group and 4.78% were 41-50 years old and 9 (3.91%) were over 51 years old. 120 people (52.17%) earned less than 3000 CNY, followed by 3000-5000 CNY (22.17%), 5000-8000 CNY (17.39%), and 19 people (8.26%) earned more than 8,000 CNY. In terms of education level, 19 people (8.26%) had a high school or lower, 155 people (67.39%) had a bachelor's degree, 53 people (23.04%) had a master's degree, and 3 people (1.30%) had a doctor's degree (see Table 1).

Table1

Descriptive statistics of the participants (N =230)

Variable	Category	Frequency	Percentage (%)
Gender	Female	105	45.65
	Male	125	54.35
Age	18-30	178	77.39
	31-40	32	13.91
	41-50	11	4.78
	Above 51	9	3.91
Income per month (CNY)	Below 3000	120	52.17
	3000-5000	51	22.17
	5000-8000	40	17.39
	Above 8000	19	8.26
Educational level	High school or less	19	8.26
	Bachelor’s degree	155	67.39
	Master’s degree	53	23.04
	Doctorate degree	3	1.30

PLS-SEM is an approach in marketing and management information studies. PLS-SEM evaluation typically includes two processes. The first one is to test the measurement model and the second step is to test the structural model (Hair et al., 2011).

Measurement model

The measurement model test includes the testing of validity and reliability. A value factor loadings should be bigger than 0.708 (Hair et al., 2014). All values are higher than 0.708 in Table 2, which meets the evaluation criteria. The traditional standard for internal consistency is Cronbach's alpha and the reliability factor of Cronbach's alpha should exceed 0.70 (Hair, 2019). The composite reliability measure considers the different external loads on the indicator variables, and the satisfactory value should be between 0.70 and 0.90 (Hair et al., 2014). The data shown in Table 2 means that these indicators meet the requirements. Convergence validity means the degree to which a measure is positively correlated with an alternative measure of the same structure. The standard value for AVE should be bigger than 0.5 (Hair et al., 2020). All AVE values in Table 2 are above 0.5, indicating they meet the criteria.

Table 2
Measurement Model

Model construct	Items	Outer loadings	Cronbach's alpha	rho_c	AVE
PQ	PQ1	0.812	0.774	0.869	0.689
	PQ2	0.851			
	PQ3	0.826			
PP	PP1	0.828	0.786	0.861	0.609
	PP2	0.722			
	PP3	0.792			
	PP4	0.775			
HC	HC1	0.826	0.750	0.857	0.666
	HC2	0.787			
	HC3	0.834			
PE	PE1	0.765	0.818	0.879	0.645
	PE2	0.805			
	PE3	0.838			
	PE4	0.802			
AT	AT1	0.797	0.826	0.885	0.658
	AT2	0.844			
	AT3	0.816			
	AT4	0.785			
PI	PI1	0.839	0.774	0.869	0.689
	PI2	0.837			
	PI3	0.814			

The Heterotrait–monotrait ratio (HTMT) method looks at the ratio of correlations between two structures and the correlations within them. According to the HTMT ratio standard, the value should lower than 0.85 (Henseler et al., 2015). It can be seen all HTMT ratios in Table 3 are lower than 0.85, which means that the discriminant effectiveness of this research model has been confirmed.

Table 3
HTMT ratio

Construct	AT	HC	PE	PI	PP	PQ
AT						
HC	0.584					
PE	0.423	0.416				
PI	0.782	0.653	0.491			
PP	0.613	0.273	0.581	0.577		
PQ	0.538	0.342	0.492	0.619	0.750	

Structural model

A measure of collinearity is the VIF. A stringent VIF value considered above 3.3 would be taken as an indication of collinearity (Kock & Lynn, 2012). All values in the Table 4 are below 3.3, indicating no collinearity.

Table 4
Full Collinearity Testing

Construct	AT	HC	PI	PQ	PP	PE
VIF	1.942	1.455	2.019	1.690	1.886	1.404

Path analysis defines the relationships between variables. The expected result is a t-value > 1.645 (p-value < 0.05) (Hair, 2015). The data shows that AT significantly positively influences PI ($\beta = 0.368$, $p < .001$) and supports the H1. The results show that PQ significantly affects PI ($\beta = 0.182$, $p = 0.008$) ,which supports H2. PP significantly and positively affects AT ($\beta = 0.396$, $p < .001$), supporting H3. PP has no influence on PI ($\beta = 0.080$, $p = 0.186$), which means H4 was rejected. HC significantly affects AT ($\beta = 0.355$, $p < .001$) and also significantly affects PI ($\beta = 0.240$, $p <. 001$). Thus, H5 and H6 were supported. PE does not significantly affect AT ($\beta = 0.069$, $p = 0.166$) and PI ($\beta = 0.076$, $p = 0.127$). Therefore, H7 and H8 were rejected.

Table 5
Hypothesis Testing

Hypothesis	Relationship	Std Beta	Std Dev	t-value	p-value	f^2
H1	AT -> PI	0.368	0.074	4.984	p<.001	0.163
H2	PQ -> PI	0.182	0.076	2.396	0.008	0.041
H3	PP -> AT	0.396	0.070	5.668	p<.001	0.200
H4	PP -> PI	0.080	0.089	0.893	0.186	0.007
H5	HC -> AT	0.355	0.057	6.274	p<.001	0.184
H6	HC -> PI	0.240	0.069	3.452	p<.001	0.087
H7	PE -> AT	0.069	0.071	0.972	0.166	0.006
H8	PE -> PI	0.076	0.066	1.141	0.127	0.008

The most common metric used to evaluate structural model predictions is the R^2, a measure of in-sample predictions for all endogenous constructs. The adjusted R^2 values of attitudes and intentions towards eco-fashion products were 0.382 and 0.494, respectively, suggesting that perceived price, health concerns and past environmental experience could explain 38.2% of the change in attitude and perceived quality, perceived price, health concerns and past environmental experience could explain 49.4% of the difference in purchase intention (see Table 6).

Table 6
R-square

Construct	R-square	R-square adjusted
AT	0.390	0.382
PI	0.505	0.494

Finally, PLSPredict was used to evaluate the out-of-sample prediction ability of the model. All Q^2predict value were above 0 indicates the model shows predictive relevance (Shmueli et al., 2019). The RMSE is defined as the square root of the mean square variance between the predicted and real values (Hair et al., 2020). All the errors (see Table 7) in the PLS model were lower than the errors in the LM model, which means that this model shows a strong predictive power (Shmueli et al., 2019).

Table 7
PLSPredict

Items	Q^2predict	PLS-SEM_RMSE	LM_RMSE	PLS-LM
PI1	0.241	0.649	0.666	-0.017
PI2	0.249	0.726	0.746	-0.020
PI3	0.293	0.799	0.818	-0.019

Discussion and Conclusion

By analysing the above data, we can draw certain conclusions. First of all, the findings show that consumers' attitude is the strongest predictor of consumers' willingness to buy eco-fashion. This is consistent with past studies and confirms the hypothesis of H1 (Kumar et al., 2021). The more positive attitude, the higher their willingness to purchase eco-fashion. In addition, the findings confirms that perceived quality positively influences purchasing intention, which is consistent with previous studies (Xu et al., 2019).

In terms of perceived price, consumers' perceived price positively impacts attitude but does not affect purchase intention. As mentioned in the past literature, perceived price is consumers' subjective cognition of product price. The environmental fashion industry is in the transition stage. Due to cost reasons, eco-fashion products, compared to ordinary fashion products, are still at a higher price (Munamba & Nuangjamnong, 2021). Therefore, this may lead to consumers only having a positive performance in the attitude but not producing a firm purchase intention. Moreover, eco-fashion products are still emerging, so consumers' interest in eco-fashion products is only reflected in observation without generating purchase intention. Changes in consumers' intention to purchase eco-fashion may lag behind changes in attitudes. They may decide their purchase intention through feedback and evaluation from others who have already bought.

The results show that consumers' health concern positively influences purchasing attitudes and that is the strongest influencing factor for attitudes. Similarly, consumers' health concern positively affect purchase intentions. The current rapid development of the fast fashion industry has brought awareness to the impact of manufactured materials on people's health. Fiber fragments affect human health in these ways: by breathing in the air, ingestion of contaminated food, skin contact with particles through textiles, and ingestion through the food chain (Periyasamy & Tehrani-Bagha, 2022). This enables consumers to consider health concerns when buying fashion products. However, consumers' past environmental experience does not affect their attitude and willingness to buy eco-fashion products, which is inconsistent with

previous studies. The results means that consumers' past experience of buying other sustainable products does not influence consumers' purchase of eco-fashion. This may be because eco-fashion products are still emerging in the Chinese market compared with second-hand and fast fashion products, which leads to the fact that eco-fashion products only appear in relatively few brands. Therefore, consumers may need help quickly accepting eco-fashion products due to their unfamiliarity with the products or brands.

Theoretical Implications

Based on the VAB theory, this paper explored the impact of values on purchasing attitudes and purchasing intentions. This paper proved the applicability of the VAB model in exploring the purchasing intention of Chinese consumers toward eco-fashion. In addition, this study investigated the impact of perceived price and health concerns as values on consumers' purchasing attitudes toward eco-fashion. This study also explores the impact of these two factors on purchase intention to enrich the theoretical framework.

Moreover, the green products related previous studies on health concerns more focused on organic food. Considering the harmlessness of eco-fashion materials, this study explored the significant impact of health concerns on purchasing attitudes and purchase intentions. It is worth noting that health concern has the strongest impact on purchasing attitude. Finally, the past literature has not proved the effect of perceived quality on attitude, so this paper regards perceived quality as a value to prove its influence on purchase intention, which enriches the research on the direct influence factors on the willingness to buy eco-fashion.

Practical and Social Implications

In the following aspects, this study has practical implications for the manufacturers, sellers, and relevant environmental policymakers of eco-fashion in the current Chinese market. First, this paper found that perceived quality positively impacts consumers' intention to buy eco-fashion. In response to this discovery, manufacturers can continue to leverage the advantages of sustainable materials and offer better quality products. In terms of perceived price, consumers positively affect purchasing attitude but not buying intention. As a new product in the fashion industry, manufacturers need higher costs for fabric and product transformation. The policy subsidies for green cars have aroused the interest of Chinese consumers to buy green cars, realize the advantages of green cars, and finally complete the purchase behavior. Relevant environmental policymakers can use the same strategy to subsidize the price of eco-fashion products. This can make a wider public aware of eco-fashion while increasing sales will also reduce the cost of transformation for manufacturers. This study found that health concern is the key factor that influence consumers' attitudes and willingness to buy eco-fashion. Sellers can make more significant efforts to publicize the material harmlessness of eco-fashion products so that this factor can play the most significant advantage.

Limitations and Suggestions for Future Research

This paper uses a quantitative research method to investigate the respondents. However, in the current Chinese market, as an emerging product, the reasons for the impact of consumer attitudes and purchase intentions on the product are more complex or unexpected. Therefore, in future studies, qualitative or mixed methods research can be used to explore consumers' purchasing intentions and attitudes toward eco-fashion products. In addition, due to insufficient literature support for the relationship between perceived quality and purchasing attitude, future studies can pay more attention to the relationship between these two variables.

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