Factors Affecting The Purchasing Intention and Willingness to Pay for Slow Fashion of Generation Z in Bangkok

Tipakorn sawaenghasap[a]
Benjarat Tengsa[b]
Wichanakron Ampai[c]
Jaruporn Tangpattanakit[d]
Touchakorn Sammasut[e*]

Article Info
Received 4 April 2024
Revised 10 April 2024
Accepted 11 April 2024
Available online 30 April 2024

[a,b,c] *Bachelor Degrees, Major Marketing, Faculty of Management Sciences, Kasetsart University Sriracha Campus, Thailand*
[d,e*] *Lecturer, Major Marketing, Faculty of Management Sciences, Kasetsart University Sriracha Campus, Thailand, E-mail: ajgolfmk@hotmail.com*

Abstract

This research aimed to study the influence of factors affecting purchasing intention behavior and consumer willingness to pay on slow fashion products. In which the factors of lifestyle will be studied Environmental attitude factor Factors of conformity according to reference groups. And product quality factors That is the default variable. this study used an online questionnaire as a tool to collect data from a sample group, Generation Z. The data were analyzed by descriptive statistics, percentage, mean, standard deviation. Pearson correlation coefficient and multiple linear regression analysis

The results of the study found that lifestyle factors, environmental attitudes, subjective factors and product quality factors positively influenced the purchase intent and willingness to pay for the slow fashion of the Generation Z in Bangkok; The factors that most positively influenced purchase intent and willingness to pay for slow fashion products were lifestyle factors. And being willing to pay 61.4 percent

Keywords: Slow Fashion, Environmental Attitude, Product Quality, Purchase Intention, Willingness to Pay

Introduction

The environmental crisis, culminating in global warming, stems from human consumption behaviors, particularly the impact of the fashion industry, which has significantly contributed to environmental degradation, ranking among the top causes. The production processes within this industry have led to pollution, and with the continuous growth of the fashion sector, the severity of global warming continues to escalate without end (Suthamas Thawan, Tanachot Thongrak, and Kulika Kaewnaluang, 2020).

Currently, the behavior of new-generation consumers shows an increased concern for the environment, prompting the fashion industry to pay attention to natural aspects and the trend towards sustainable development. This shift has led to the concept of slow fashion, recognized as a means to address environmental issues caused by the industry's detrimental effects on the planet. Slow fashion stands for sustainability, using eco-friendly fibers and production processes that consider future environmental impacts. It emphasizes the production of high-quality products with a long lifespan and also considers fair labor practices and wages.

In Thailand, the movement towards eco-friendly fashion has gradually gained momentum among business organizations, though it has not yet fully awakened (Vogue Thailand, 2020). To encourage Thai consumers to adopt slow fashion, it is necessary to explore the factors that influence their purchasing intentions and willingness to pay.

In the research study "The Relationship between Awareness, Attitudes, and the Decision-Making Process of Buying Eco-Friendly Fashion Products among Consumers in Bangkok," it was found that females aged 31-40 years old made the most purchases (Acharapan Narong, Dr. Sirirat Kosakarika, and Assoc. Prof. Yupawan Vorawanich, 2020). The researchers therefore noted that previous studies still have a gap in exploring the consumer group of Generation Z, which possesses purchasing power and could become a driving force for slow fashion apparel in the future.

Given all the reasons mentioned, the research team became interested in studying "The Factors Influencing the Purchase Intention and Willingness to Pay for Slow Fashion Products among Generation Z Consumers." This study examines four factors: lifestyle, environmental attitudes, conformity to reference groups, and product quality, to find ways to encourage Thai consumers to shift towards slow fashion products, driven by Generation Z consumers. This has benefits for business organizations in leveraging and using this insight for the development of more appealing slow fashion products, and it can also serve as a guideline for developing other eco-friendly products.

Objective

1. To study the positive influence of lifestyle factors on the purchase intention and willingness to pay for slow fashion products among Generation Z consumers in Bangkok.
2. To investigate the positive influence of environmental attitude factors on the purchase intention and willingness to pay for slow fashion products among Generation Z consumers in Bangkok.
3. To examine the positive influence of conformity to reference group factors on the purchase intention and willingness to pay for slow fashion products among Generation Z consumers in Bangkok.
4. To explore the positive influence of product quality factors on the purchase intention and willingness to pay for slow fashion products among Generation Z consumers in Bangkok.

Terminology Definition

Slow fashion: refers to products that do not follow social trends, have good quality with a long lifespan, and are produced through processes that do not harm the environment.

Lifestyle: refers to the activities, interests, or thoughts of an individual that reflect their values or tastes towards fashion purchasing behavior.

Environmental attitude: refers to the thoughts and feelings of consumers on issues related to the environment, which are often considered to lead to purchasing intentions for environmental conservation.

Subjective norm: refers to an individual's tendency to conform to those who have influence over them, such as family, friends, acquaintances, and society, in their behaviors or in making decisions to purchase fashion products.

Product quality: refers to products that are of such a standard that they meet consumer needs, create satisfaction, and make consumers willing to pay the price to acquire that satisfaction.

Purchase intention: refers to the likelihood or tendency of consumers to buy a product or service.

Willingness to pay: refers to the consumer's happiness or readiness to pay for goods or services at various price levels voluntarily.

Concepts, Theories, and Related Research

Lifestyle

Lifestyle refers to the pattern of living as depicted by consumers through their activities, interests, and opinions, or as "patterns of spending money and time" (Engel, Blackwell, & Miniard, 1993, pp. 368-369). The consumption of various products can indicate different lifestyles, with individuals choosing products that maintain their lifestyle, including behaviors related to purchase intention and willingness to pay for environmentally friendly products that reflect a consumer's lifestyle (Laroche, Bergeron, & Barbaro-Forleo, 2002). Moreover, research studies on lifestyle, which is one of the factors affecting the intention to buy eco-friendly products, highlight that individual living conditions differ, and these differences in lifestyles act as motivations leading to specific actions (Hatice Aydın & Sevtap Ünal, 2015).

Environmental attitude

Environmental attitude involves an individual's assessment of liking or disliking products, which originates from knowledge, understanding, and feelings, leading to a tendency towards intentional behavior or future actions (Gibson, 2000). Environmental attitude reflects a person's thoughts and feelings about the environment, an understanding of environmental issues positively, and a propensity to exhibit behaviors of purchase intention and willingness to pay for products that address environmental problems. Kanchanapibul, Lacka, Wang, & Chan (2014) investigated green product purchasing behavior and found that the intention to buy green products results from knowledge and emotional responses to environmental issues, leading to actual buying behavior. Consumers with more knowledge about green issues are more likely to participate in purchasing green products.

Subjective norm

Subjective norm is a behavior influenced by societal models or significant and related groups, such as family, friends, close individuals, and influential societal figures. This influence molds behaviors and opinions, leading consumers to follow the actions of their reference groups. Behaviors influenced by others significantly impact purchase intentions (Levine & Moreland, 2004). If individuals who are environmentally conscious or interested in slow fashion influence a consumer, it can make the consumer more interested in these products. According to research by Anvar & Venter (2014) on factors affecting consumer attitudes towards purchasing environmentally friendly products, social influence, environmental awareness, and price impact attitudes and buying behaviors for these products. The influence from peers prompts consumers to follow the behaviors of their influential reference groups.

Product quality

Product quality refers to the attributes of a product that meet the needs of consumers. The quality of a product is determined by the consumer's past experiences, which set the standard for the expected quality of a product. The quality of environmentally friendly or slow fashion products is crucial in generating purchase intention and willingness to pay, depending on how well the product's functionality meets the consumer's needs (Kotler & Keller, 2016).

Purchase intention

Purchase intention is the feeling of a consumer that arises from experiences with a product (Spears & Singh, 2004), reflecting the behavior of choosing a particular product as a primary option. Eagly & Chaiken (1993) found that purchase intention is an emotion indicating a desire for a product, triggered by internal and external motivations, affecting actual future purchases. The intention of consumers to buy slow fashion products depends on various factors that influence the consumer to ultimately exhibit purchasing behavior.

Willingness to pay

Willingness to pay is the consumer's happiness to pay for goods or services at various price levels. The extent to which consumers are willing to pay for slow fashion products depends on their recognition of the value that will provide utility or satisfaction from consuming slow fashion products. Several factors influence consumers' willingness to pay for slow fashion products, as evidenced by Muhammada et al. (2015), who found that consumers are willing to pay based on their confidence in the product's quality.

Research Conceptual Framework

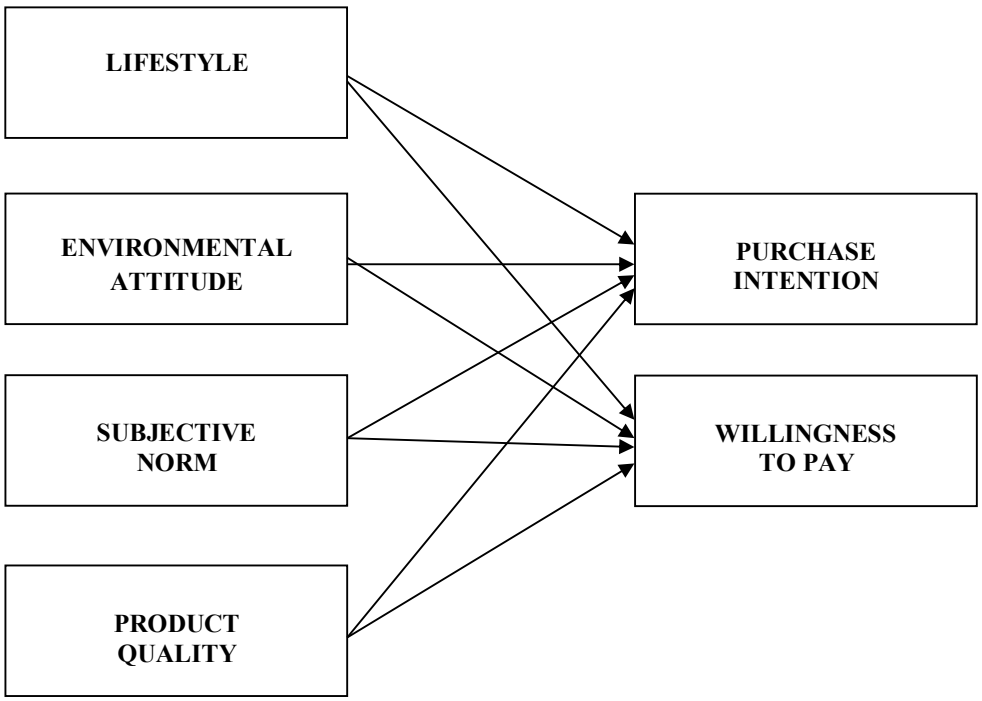

Figure 1: Research Conceptual Framework

Research Methodology

This research is a quantitative study employing a survey research technique to collect cross-sectional data. The population consists of Generation Z consumers, both males and females, aged 18-24 years. The sample size was determined using the formula by Hair et al. (2010), which suggests that the appropriate sample size for statistical analysis should be at least 5-10 times the number of indicators. Therefore, with a confidence level of 95% and a margin of error of 0.5, and considering there are 35 questions related to independent and dependent variables in the study, the sample size for this research was set at a minimum of 350 respondents. To minimize data estimation errors, the data collection was extended to 400 sets using a non-probability sampling method, specifically purposive sampling, for selecting the samples.

The research team employed a 5-point rating scale measurement method, ranging from 5 (the most) to 1 (the least). Subsequently, the researchers conducted a pilot study with a sample group of 50 individuals to test the questionnaire's validity using the Cronbach's Alpha Coefficient (α). The lifestyle variable had a reliability score of 0.783, environmental attitude had a reliability score of 0.817, subjective norm had a reliability score of 0.913, product quality had a reliability score of 0.889, purchase intention had a reliability score of 0.900, and willingness to pay had a reliability score of 0.913. This indicates that the questionnaire is reliable. Following this, the research team collected data from a real sample group online, totaling 400 sets, using descriptive statistics analysis, including percent, mean, standard deviation (S.D.), Pearson correlation, and multiple linear regression analysis.

Research Results

Results of the Preliminary Screening of Basic Statistical Data on Demographic Characteristics

The preliminary demographic characteristics data was collected from 413 respondents, with the majority being female, accounting for 69.7%. The age range of 22-24 years was the most common, representing 61.5% of the respondents. A vast majority were single, accounting for 97.3%, and students, comprising 80.1%. Most respondents were pursuing a bachelor's degree, making up 72.2%, and had an average monthly income of no more than 15,000 THB, representing 57.9%. The frequency of purchasing fashion clothing was 1-2 times per month for 50.8% of the respondents, and the expenditure on clothing per occasion did not exceed 1,000 THB for 51.1%.

The analysis results of the level of lifestyle factors, environmental attitude factors, subjective norm factors, and product quality factors that positively affect the purchase intention and willingness to pay for slow fashion products among Generation Z consumers in Bangkok.

Table 1 : Mean, Standard Deviation, and Opinion Level of Independent and Dependent Variables

Opinion Level of Independent and Dependent Variables	X	S.D.	Opinion level
Factors related to lifestyle patterns	3.7546	.62958	High level
Factors regarding environmental attitudes	3.7716	.63742	High level
Factors associated with reference group influence	3.5884	.86372	High level
Product quality factors	4.1069	.66113	High level
Purchase intention	3.7224	.67560	High level
Willingness to pay	3.6097	.78227	High level
Total	**3.7589**	**.57484**	**High level**

From Table 1 , presents the analysis results of the level of factors such as lifestyle, environmental attitudes, subjective norms, and product quality that have a positive effect on the purchase intention and willingness to pay for slow fashion products among Generation Z consumers in Bangkok. The opinion level of consumers towards all variables is on the high side, with the product quality factor having the highest average value of 4.1069 (S.D. = 0.66113).

The analysis of the relationship between factors affecting the purchase intention and willingness to pay for slow fashion products among Generation Z consumers in Bangkok, using Pearson Correlation Coefficient statistics.

Table 2 : Analysis of the Correlation Coefficient between Independent and Dependent Variables using Pearson Correlation Formula

Correlations						
	X_1	X_2	X_3	X_4	Y_1	Y_2
Lifestyle factors (X_1)	1					
Environmental Attitude Factors (X_2)	.735**	1				
Factors for conformity to the reference group (X_3)	.501**	.589**	1			
Product quality factors (X_4)	.605**	.613**	.327**	1		
Purchase intention (Y_1)	.694**	.700**	.551**	.621**	1	
Willingness to pay (Y_2)	.616**	.627**	.489**	.459**	.769**	1

**Statistically significant 0.01

From Table 2 , the Pearson Correlation analysis of the relationship between the independent variables (X1 : Lifestyle factors, X2 : Environmental attitude factors, X3 : Subjective norm factors, X4 : Product quality factors) and the dependent variables (Y1 : Purchase intention, Y2 : Willingness to pay) shows that all variable pairs have a statistically significant positive correlation at the 0.01 level, with correlation coefficients less than 0.80, ranging between 0.327 and 0.769. This indicates that the independent and dependent variables

have a normal level of relationship, or that the independent and dependent variables do not have excessive interrelations within each variable, thus avoiding multicollinearity issues among two or more predictor variables. Therefore, all independent and dependent variables can be utilized in multiple linear regression analysis in the next steps of hypothesis testing.

The hypothesis testing results using Multiple Linear Regression analysis to study the factors affecting the purchase intention and willingness to pay for slow fashion products among Generation Z consumers in Bangkok.

Table 3 : Hypothesis Testing using Multiple Linear Regression Analysis to Study the Factors that Positively Influence the Purchase Intention and Willingness to Pay for Slow Fashion Products among Generation Z Consumers in Bangkok.

Variable	Unstandardized Coefficients		Standardized Coefficients	T	Collinearity Statistics	
	B	Std.Error	Beta		Tolerance	VIF
Constant	-0.010	0.144		-0.067		
Lifestyle factors	0.298	0.052	0.273	5.714**	0.412	2.425
Environmental attitude factor	0.255	0.056	0.237	4.587**	0.354	2.826
Factors for conformity to the reference group	0.154	0.031	0.194	5.033**	0.638	1.568
Product quality factors	0.254	0.042	0.245	6.002**	0.567	1.764
R = 0.784 R Square = 0.614 Adjusted R Square = 0.611 Durbin-Watson = 1.899 F = 162.553						

**Statistically significant 0.01

From Table 3, the hypothesis testing using Multiple Linear Regression Analysis to study the factors that positively influence the purchase intention and willingness to pay for slow fashion products among Generation Z consumers in Bangkok showed that the variance inflation factor (VIF) values for each independent variable did not exceed 5. This indicates that each independent variable is independently varied, thus avoiding the issue of multicollinearity.

The hypothesis testing revealed that all independent variables collectively have a significant relationship with the purchase intention and willingness to pay for slow fashion products among Generation Z consumers in Bangkok. Together, they can predict 61.4% of the variance in the dependent variables, with statistical significance at the 0.01 level.

The predictive equation for purchase intention and willingness to pay for slow fashion products among Generation Z consumers in Bangkok, using raw scores, can be written as follows: $\hat{Y} = -0.010 + 0.298X1 + 0.255X2 + 0.154X3 + 0.254X4$. From this regression equation ($\hat{Y}$), the following can be concluded:

1. The lifestyle factor (X1) has a statistically significant value of 0.01. Therefore, the lifestyle factor positively influences the purchase intention and willingness to pay for slow fashion products among Generation Z consumers in Bangkok, aligning with the established hypothesis.

2. The environmental attitude factor (X2) has a statistically significant value of 0.01. Hence, the environmental attitude factor positively influences the purchase intention and willingness to pay for slow fashion products among Generation Z consumers in Bangkok, consistent with the established hypothesis.

3. The subjective norm factor (X3) has a statistically significant value of 0.01. Thus, the subjective norm factor positively influences the purchase intention and willingness to pay for slow fashion products among Generation Z consumers in Bangkok, in agreement with the established hypothesis.

4. The product quality factor (X4) has a statistically significant value of 0.01. Therefore, the product quality factor positively influences the purchase intention and willingness to pay for slow fashion products among Generation Z consumers in Bangkok, supporting the established hypothesis.

The predictive equation for purchase intention and willingness to pay for slow fashion products among Generation Z consumers in Bangkok, using standardized scores, can be written as follows: Standardized $\hat{Y} = 0.273X1 + 0.237X2 + 0.194X3 + 0.245X4$.

Therefore, it can be concluded that at the 0.01 level of significance, the lifestyle factors, environmental attitude factors, subjective norm factors, and product quality factors have a positive influence on the purchase intention and willingness to pay for slow fashion products among Generation Z consumers in Bangkok.

Discussion/Conclusion

The study of factors influencing the purchase intention and willingness to pay for slow fashion products among Generation Z consumers in Bangkok concludes that the most influential factor is lifestyle. This is because Generation Z consumers have a lifestyle preference for environmentally friendly products to match their personal lifestyles, with a belief that the environment needs to be preserved. This aligns with the study by Aydın et al. (2015), which found that lifestyle is a factor affecting the intention to buy environmentally friendly products as the lifestyle environment acts as a motivator, leading consumers to intend to purchase slow fashion products. This is consistent with Laroche et al. (2002), which found that consumers are willing to spend money on environmentally friendly products that reflect their lifestyle.

Following this, the product quality factor is significant because Generation Z consumers perceive that slow fashion products have good quality, durability, comfort, and safety for the wearer. This corresponds with Natthanicha Nisaisook (2013), who studied factors affecting consumer purchases of environmentally friendly products and found that consumers place a high average importance on product features and quality.

Next in order is the environmental attitude factor, as Generation Z consumers have positive attitudes towards reliable, high-quality slow fashion products made from environmentally friendly materials, safe for the wearer. This aligns with Kanchanapibul et al. (2014), who found that the intention to buy green products results from knowledge and emotional responses to environmental issues, where consumers knowledgeable about green issues are more likely to have the intention and willingness to pay for green products.

Lastly, the subjective norm factor shows that Generation Z consumers value the influence from their reference groups, such as friends or close acquaintances, as a part of the reason for their intention to purchase slow fashion products. This is in agreement with Anvar et al. (2014), which found that social influence impacts consumer behavior towards buying environmentally friendly products. Additionally, Choo and Kim (2014) found that consumers are willing to pay for fashion products to be socially accepted.

Suggestions

Recommendations for Applying Research Findings

This research studied various factors to encourage consumers to become familiar with and increasingly purchase slow fashion products. The researcher suggests the following approaches: Businesses should integrate marketing activities and advertisements that reinforce brand recall to make slow fashion products a part of consumers' lifestyles. Marketers should study and design or develop slow fashion products that fit the lifestyle patterns of consumers. Regarding environmental attitudes, businesses should market to consumer groups that are interested and have positive attitudes towards the environment, making them aware of the benefits of slow fashion products. For subjective norm, marketers should communicate environmental marketing campaigns to friends or family of the target group to encourage word-of-mouth or improve attitudes among Generation Z consumers. In terms of product quality, marketers should highlight the quality and durability of the products to emphasize their longevity and practical use.

Suggestions for Future Research

This quantitative research study faced limitations regarding the sample group and the accuracy of the questionnaire, as well as the respondents themselves. Furthermore, it was found that there are many other factors related to slow fashion products that are interesting, such as perceptions of product quality and social responsibility. Therefore, to obtain more detailed and quality data, researchers are advised to conduct qualitative research, such as observations and in-depth interviews or focus group interviews, to obtain specific, unbiased information. Additionally, expanding the sample size, changing the survey area, and comparing results can enhance the accuracy and reliability of the data. Researchers may also explore the aforementioned factors as guidelines for future research studies. With the variety of slow fashion products, it's recommended to thoroughly study the data to prevent potential errors and achieve a true understanding.

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