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THE IMPACT OF GREEN TRUST AND ECOLOGICAL  
CONCERN ON CONSUMERS' PURCHASE INTENTION FOR  
ECO-FRIENDLY APPARELS

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**The Impact of Green Trust and Ecological Concern on Consumers' Purchase Intention for Eco-friendly Apparels**

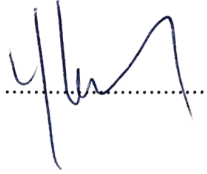
**Ekolojik İlgil ve Yeşil Güvenin Ekoloji Dostu Ürünlerel İlişkin Satınalma İsteęi Üzerine Etkisi**

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## **PREFACE**

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## **ABSTRACT**

It is evidentiary that modern industrial methods have an important role in the deterioration of the ecological balance of our world. Although the textile industry is not known by many, the European Environment Agency has identified it as the fourth industry with the greatest impact on the environment. In the textile and apparel industry, the damages to nature continue from the field to the production facility and even to the point where it meets the consumer. Pesticides, herbicides, and fungicides that are intensely scattered on cotton plants in order to increase productivity kill all other plants and other living organisms in the soil and are mixed with groundwater and scattered in the air. In the manufacturing operation, various bleaching and dyeing agents are applied to the fibers, which are converted to yarn and fabric. These substances, which are chemically harmful to human health, pose a great risk to the health of textile workers and can create serious environmental impacts in cases where chemical wastes generated in production processes can spread uncontrolled to nature. Nevertheless, a study was conducted to determine the consumer's purchase intention on eco-friendly clothing, which is new in the market and in the rising trend, in the context of environmental concerns and green trust in the products of brands currently selling eco-friendly clothing. Survey results collected through Google forms were analyzed with SPSS v.25 According to the results, environmental concerns have positive effects on behavioral beliefs and subjective norms, but couldn't find a significant connection with perceived behavioral control. Behavioral beliefs, perceived behavioral control and green trust had a positive effect on the purchase intention, while subjective norms were not found to have a significant effect. This study examines the attitudes of consumers towards ecology-friendly clothing products and offers sectoral and academic research suggestions.

**Key Words:** Eco-friendly Apparel, Green Trust, Theory of Planned Behavior

## ÖZET

Modern sanayi uygulamalarının dünyamızın ekolojik dengesinin bozulmasında önemli bir payı olduğu aşikardır. Tekstil endüstrisi pek çok kişi tarafından bilinmemesine rağmen Avrupa Çevre Ajansı tarafından çevreye en çok etkisi olan dördüncü endüstri olarak belirlenmiştir. Tekstil ve kıyafet endüstrisinde doğaya verilen zararlar tarladan üretim tesisine ve hatta tüketiciyle buluştuğu son noktaya kadar devam etmektedir. Pamuk bitkileri üzerine verimliliği artırmak için yoğun olarak saçılan pestisit, herbisit ve fungusitler toprakta bulunan diğer tüm bitki ve diğer canlıları öldürmekle beraber yeraltı sularına karışmakta ve havaya saçılmaktadır. Üretim operasyonunda ipliğe ve kumaşa dönüştürülen liflere çeşitli ağartıcı ve boya maddeleri tatbik edilmektedir. Kimyasal olarak insan sağlığına zararlı olan bu maddeler tekstil işçilerinin sağlığına büyük risk oluştururken üretim süreçlerinde ortaya çıkan kimyasal atıkların kontrolsüz olarak doğaya saçılabildiği vakalarda ciddi boyutta çevresel etkiler meydana getirebilmektedir. Tüm bunlara karşın pazarda yeni olan ve yükselme trendindeki ekoloji dostu kıyafetlere ilişkin tüketicilerin çevresel endişe ve mevcut durumda ekoloji dostu kıyafetler satan markaların ürünlerine güven çerçevesinde satınalma isteklerinin belirlenmesine dair bir araştırma yürütülmüştür. Google formlar aracılığı ile toplanan anket sonuçları SPSS v.25 ile analiz edilmiştir. Sonuçlara göre çevresel endişeler davranışsal inançlara ve kişisel değerlere olumlu yönde etki gösterirken algılanan davranışsal kontrole anlamlı bir etkide bulunmamaktadır. Davranışsal inançlar, algılanan davranışsal kontrol ve yeşil güven satınalma isteği üzerinde olumlu yönde etki gösterirken kişisel değerlerin anlamlı bir etki oluşturmadığı görülmüştür. Bu çalışma tüketicilerin ekoloji dostu giyim ürünlerine karşı tutumlarını incelemekte, sektörel ve akademik araştırma önerilerine yer verilmektedir.

**Anahtar Kelimeler:** Ekoloji Dostu Kıyafetler, Yeşil Güven, Planlı Davranış Teorisi

## 1. INTRODUCTION

As indicated by European Environment Agency, textile industry is the fourth biggest branch with its environmental impact. Genetically modified plant fiber sources can be seen the most dangerous material source in the textile industry. Genetically modified fiber sources such as cotton, can resist to the chemical compounds just as herbicides, pesticides and fungicides whose kills bugs, fungus and other plants in the soil. Those highly dangerous chemical compounds spread through air to another farming areas, wildlife areas and can be inhale by farm workers and the villagers nearby. Also, it can be contaminated by underground water sources and can easily mix with the water sources which used by villagers or water sources of the wildlife. Approximately sixty-seven million birds killed by pesticides worldwide according to U.S. Environmental Protection Agency.

Beside agricultural sides of industrial textile production there is also manufacturing processes should be investigated in perspective of eco-friendliness and workers health conditions. From fiber to thread and fabric there are many chemical processes applied to the fibers for bleaching, giving texture and dyeing. Each process uses heavily chemical compounds to give desired texture and color to the fabrics. Waste water of that processes contains important amount of harmful chemical compounds. In some cases, some manufacturers discharge their wastes through the nature and the chemical compounds threatens the ecological life and health conditions of the people live nearby. Also using harmful chemical compounds threatens well-being of the factory workers.

Eco-friendly approach aims to introduce textile items and apparels with the no harm or minimum negative effects to the nature and all the living organisms in the nature including bugs, birds, water life, wild animals and humans who works in the manufacturing facilities, live nearby to the facilities or even the consumers.

Be that as it may, organic and eco-friendly textile materials are required to rise as the quickest developing item over the conjecture time frame. Producers are progressively favoring natural filaments since the manufacturing processes don't contaminate surface water, soil, or air and improve the soil quality. It additionally

diminishes the danger of chemical contamination effects on human wellbeing and lifts up the economy by utilizing local assets. Organic eco-friendly textile materials are developed in controlled settings without any herbicides, chemical compounds, or pesticides (Grand View Research, Eco Fiber Market Analysis and Segment Forecast To 2025 Report, 2019).

Organic cotton is the most frequently eco-friendly textile material used crosswise over different end-use businesses attributable to its extraordinary inalienable qualities. Natural cotton is generally being used in clothes and various different applications since it is more averse to cause allergies (Grand View Research, Eco Fiber Market Analysis and Segment Forecast To 2025 Report, 2019).

Materials rose as the prevailing application fragment for eco-friendly filaments, attributable to always expanding the utilization of casual wear, formal wear, and fashion apparel among all age groups of the worldwide populace. Eco-friendly textile materials are used in a few attire items like shirts, coats, and children wear alongside making bed sheets, pillow cover, packs, sacks, landfill covers, and medical materials also. Denim, lycra, cotton, silk, and polyester fabrics are profoundly utilized for producing fashion items and garments (Grand View Research, Eco Fiber Market Analysis And Segment Forecast To 2025 Report, 2019).

## **1.1 RESEARCH PROBLEM**

Extensive amount of research has been made by the scholars to identify the relationship between demographic factors and eco-friendly behaviors but according to the findings, researchers shows that demographic variables can not explain eco-friendly behaviors by itself (Schwepker & Cornwell 1991; Minton & Rose 1998). Later researches tried to find a connection with focusing on consumer segmentation and its effect on eco-friendly behaviors with the demographic variables of customers also their ecological knowledge and perceived benefit of the eco-friendly products (Straughan & Roberts 1999; D'souza 2004; D'souza et. al 2006).

Nonetheles it can be said that there is a lack of research in perspective of trust in apparel companies' environmental claims and positions which the companies and apparel industry considered not eco-friendly and eco-friendly apparel market is comparably small (Yan et al., 2012). Eco-friendly apparels are representing the attire products which has organic grown fabric fibers, recycled materials and ecologically harmless production methods from field to the finished product (Fletcher, 2008). Apparel companies are showing effort to add eco-friendly products and approaches to their product portfolio and brand promise more and more recently to enhance their environmentally responsible image in consumers's mind (Lipson, 2008) but there is an unclarity between brands promises, product placement and consumers' perception about eco-friendly apparels.

This research is aiming to fill the gap in the literature between eco-friendly products and consumers's perception within the context of green trust and ecological concern. Also, previous studies in the literature about eco-friendly apparels does not investigate affordability and accessibility factors in their research model. This paper aims to put those factors in the research model in context of perceived behavioral control variable which one of the main parts of the theory of planned behavior framework used in the model.

## **1.2 SCOPE AND SIGNIFICANCE OF THE STUDY**

The significance of the study is that aims to use green trust Chen (2010) and new ecological paradigm Dunlap et. al. (2000) perspective in Theory of Planned Behavior Ajzen (1991) model in context of eco-friendly apparels. The study aims to understand consumer perceptions whose starts from ecological concern to eco-friendly apparel purchase intention.

## **1.3 AIM OF THE STUDY**

This study, therefore, proposes and explores a framework based on the [Ajzen's \(1991\)](#) theory of planned behavior (TPB) model to examine the relationship between the variables and explain consumers' intention to buy an eco-friendly apparel. The objectives of the study are, first analyze the ability of TPB variables (i.e. behavioral beliefs, subjective norm, and perceived behavioral control) to understand intention to select an eco-friendly apparel; and secondly adding new ecological paradigm concept to the TPB model as a personal trait and investigating the connection between TPB variables. Third and final objective is investigating the potential connection between green trust and eco-friendly apparel purchase intention.

## **1.4 METHODOLOGY**

The variables in the research model aligned with Theory of Planned Behavior Ajzen (1985) and new ecological paradigm Dunlap et. al. (2000) used as personal trait and green trust Chen (2010) has been added to the proposed research model.

## **2. LITERATURE REVIEW**

The textile industry is a significant buyer for eco-friendly fabrics; the textile industry alone involves about 53% of the eco fiber application piece of the pie all around. Denim, cotton, silk, and polyester textures are exceptionally utilized for producing fashion materials and apparel. The industrial hemp plant is broadly utilized item in the textile business attributable to 80% of the strength of Kevlar and is manufactured at half cost on regular production. The utilization of eco-friendly materials in the textile business is the new pattern that surpasses consumer loyalty, keeping ecological reasons at standard. Rising mindfulness in regards to sustainable textile manufacturing to meet the ecological and social aspects alongside expanding interest for naturally made materials, acquired from plants and animal sources are the key drivers of eco-friendly materials market development over the globe. Organic cotton and bamboo are the most mainstream natural fabric materials, progressively being favored by a few fashion organizations working with natural eco-friendly design so as to improve the benchmarks of sustainable materials in their product range. Eco-friendly materials are quickly picking up prominence in designer articles of garments and attire. Consistent progression regarding the improvement of eco fiber material that is fit for securing against high temperature, static electric discharge, liquid hot metal impact, and the acidic conditions are required to advance the significance of garments over the estimate time frame. The eco-friendly textile materials industry is foreseen to observe a high development rate over the figure time frame attributable to the expanding request of material filaments, which are free from herbicides, pesticides of any innately change. The developing states of the natural eco-friendly textile materials are broadly observed and inspected by a certified organization from one of the few trade associations over the globe. The rising concern with respect to hurtful natural effects brought about by synthetic textile material utilization is the main consideration of expanded natural eco-friendly textile material requests in recent years. Expanding utilization of luxury and inclining popular apparel, particularly among youth and grown-up

people, is another critical development driving element. Moreover, at present accessible varieties in attire for newborn children and kids are considered to affect the overall utilization of materials before the finish of 2025. Growing economies, for example, India, China, and Brazil, alongside rising economies including South Africa, are probably going to observe considerable market development, attributable to the advancement of the eco-fashion industry and utilization of materials for style and apparel applications. (Grand View Research, Eco Fiber Market Analysis and Segment Forecast To 2025 Report, 2019).

Regardless of these attempts, eco-labeled apparel sales still establish a little part of the overall apparel demand within the market (Bucklow et al., 2017). Because of the internal hurdles just as the impression of eco-friendly apparel as outmoded and outer hurdles just because of narrow accessibility of the eco-friendly apparel products, accomplishing reliable shopper commitment in the eco-friendly apparel obtaining is troublesome (Connell, 2010). For instance, the restricted accessibility of eco-friendly apparel adversely influences shoppers' green buy expectation and conduct as they incline toward effortlessly reachable products (Young, Hwang, McDonald, and Oates, 2010). On the other hand, as items encourage social connectedness, social gatherings, for example, associates, family, and companions, have a solid draw on shoppers' green buy choices (Salazar, Oerlemans, and van Stroe-Biezen, 2013). Czarnowski (2009, February) affirmed that each society shows enthusiasm for various eco-friendly products.

## **2.1 Eco-Friendliness**

Eco-friendliness can be defined since the capacity of firms or organizations to impart their ethical and environmental cognizance; also, the eco-friendly perspective could be differentiated from the fashion perspective, which is the capacity to connect fashion, style, and prestige aspects. Eco-friendly apparel alludes to apparel produced using eco-friendly fiber or reused materials, intended for a long period of use, generating practically zero ecological effect and delivered by eco-

conscious organizations (Fletcher, 2008). Thusly, eco-friendly attire could be characterized since the items which are produced of ecologically harmless supplies, which reuse the garments plus the throw-outs that are approached beside the eco-friendly procedure, which don't have the harmful effect to the environment when they are put in the recycling process and which are made of biodegradable filaments. (Kim et al., 2013).

Eco-friendly goods imply to obtain comparably better products since to the recyclability of items, energy-efficient, safety during the time spent utility and dispose actions, service period, plus the ecological effect of materials used in manufacturing and packaging (Kim, 2009). Furthermore, it incorporates the goods which are produced of natural items just, recyclable, either the results of which potential components to cause pollution is avoided. In any case, the items that are produced of natural materials just can't be viewed as an eco-friendly good any longer since it may need substantially higher amounts of resources just as water and soil to create the natural elements than the artificial options (Kim et al., 2013).

Eco-friendly apparels imply design garments made in an environmentally harmless way. Much of the time, eco-friendly apparel are produced with biodegradable or reused substances, for example, corn fibre, and eco-friendly fabrics are produced including ecological technologies as, naturally produced dye chemicals and socially responsible procedures, for example, fair-trade sourcing. These materials and manufacturing methods offer advantages to shoppers, communities, and organizations with giving special involvements on purchasers (Aaijaz and Ibrahim, 2010; Niinimaki, 2010).

Concurrently, eco-friendly attire is characterized while the items which could add on the protection of natural sources also decrease ecological abuse, contrasted with different services or products with a similar reason of use ("Opening of eco-friendly textile era", 2008). Aside from these harmful aspects regarding clothing items including the materials, eco-friendly goods are characterized as the items that don't

have harmful effects on the health and safety of the laborers and customers in the entire procedure, including planning, manufacturing, use, and waste conveyance. Moreover, they can allude to the apparel, which adds to ecological assurance (Cheon, 2004). As over the utilization of elements, the items just produced from the substances that are delivered through eco-friendly processes, by recycled fabric scraps or used garments, or created from biodegradable items to limit the ecological contamination. The eco-friendly apparels can solve the ecological issues for the whole procedure, including planning, manufacturing, waste conveyance, and transfer of clothing items (Lee et al., 2007).

Eco-friendly fibers plus production methods operate over traditional industrial choices since the companies utilize less sources furthermore produce less polluting and wasteful throw outs. For instance, organic cotton plus hemp continue developing outwardly the utilization of manufactured artificial compounds, and hemp has the additional ecological advantage of needing negligible irrigation and affecting soil condition in a better way (North American Industrial Hemp Council, 1997).

The idea of sustainability and eco-friendliness was conceived without the notice that the environment remains basic. It holds continued talks about internationally by state authorities, non-governmental associations (NGOs), plus organizations following the Rio Earth Summit of 1992 alluded the concern to the United Nations Conference on condition and improvement. For the duration of the life cycle of attire, everything from fiber production to apparel dispose operations contributes to ecological degeneration (Myers and Stolton, 1999; Allwood et al., 2006). Fashion items quickly become antiquated, and disposed of apparel may have a negative effect on landfills, contaminating earth, and water sources (Payne, 2014). In particular, stylish apparel manufacture procedures, for example, coloring, drying, and finishing processes, makes water contamination (Changemakers, 2016). As per Elkington's (1997) triple-primary concern of conservation, feasible corporate administration comprises of natural security, social obligation, and financial

productivity. Among these, ecological insurance has drawn the most consideration. At the point when enterprises react inactively to their ecological obligations, buyers show solid negative reactions. In this manner, organizations have been attempting to find some kind of harmony between ecological assurance and financial development (Berry and Rondinelli, 1998).

While this thesis focuses on and frames its study by eco-friendliness of apparels in the fashion business, it should be kept in mind that this field is reliant on an aggregate attempt to improve the dedication of the considerable number of total factors engaged with the business. Individual efforts alone are not sufficient to prompt change, which, rather, relies upon the foundation of a reliable ecosystem established in the joint endeavors of controllers, customers, non-governmental associations, and different stakeholders (Pulse of the Fashion Industry, 2018). Apparel firms' endeavors are maintainable have not remained constrained over utilizing eco-friendly elements, yet the firms likewise utilized the carbon impression pledge on decreasing emanations of carbon (Rupp, 2008). Likewise, fair trade applications have gotten consideration in the attire zone since fair-trade target to ensure a reliable and steady source of salary for laborers, to enhance well-being conditions and health conditions within the work environment, to build equivalent open doors for woman and to secure privileges of child workers, minor ethnic groups moreover the ecological system (Goig, 2007).

## **2.2 Eco-Friendly Apparel Consumers**

Winakor (1969) makes a definition of clothing consumption as buying, storing, use, caring, and disposal. “Apparel has long been recognized as the most change-intense category of consumer products” (Kunz, 2005, p. 4). Apparels are affected over the mix of style patterns and regular shifts. Apparels fulfills a fundamental human need; however, it has a social segment (Jenkins, 1973).

Pro-environmental and eco-friendly acquiring practices are characterized as purchasers choosing items, reusing, and taking different activities to ensure the earth (Fraj and Martinez, 2006).

All things considered, economically created apparel can fulfill purchasers' experiential requirements for style and assortment (Cho, Fiore, and Russell, 2015). Then again, when people show cultural and environmental concerns with respect to design creation, their utilization practices are bound to be triggered via coherent reasoning. Beside the convergence from associations utilizing environmental applications as a retailing instrument, buyers remain progressively mindful from the ecological and social effects of their products plus ventures (Carey and Cervellon, 2014). Social capable shoppers obtain probably going to buy eco-friendly items to prove their social matters (Kozler and Connel, 2012). Clothing utilization incorporates obtaining, putting away, utilizing, keeping up, and disposing of attire also (Winakor, 1969). Along these lines, coming up next are considered Eco-Apparel utilization practices: buying attire produced using eco-favorable strands or reused materials; acquiring attire just when required, obtaining garments from eco-cognizant organizations; expanding the lifetime of clothing, using recycled garments; donating garments, and reusing old dress, among others (Hiller Connell, 2011). Pro-environmental and eco-friendly acquiring practices are characterized as purchasers choosing items, reusing, and taking different activities to ensure the earth (Fraj and Martinez, 2006).

Past green advertising studies expressed that customers which ecology conscious may acquire and are eager to consume more on green products (Kim and Damhorst, 1998). As indicated by Gardyn (2003), the outcomes of the nationwide in United States survey of thousand grown-up people reveals as 70 percent of shoppers purchase items made by firms that have a generally eco-friendly approach to nature. Shoppers hold commonly been observed to acknowledge more to ecologic declarations that have been told by green firms (Phau and Ong, 2007).

According to previous researches ecologically reasonable utilization has not yet reached out to clothing acquiring conduct. Buyers' ecological information and cognizance impact their acquisition of different items, for example, nourishment (in view of direct wellbeing concerns) and forest-consuming items, yet don't impact their acquisition of clothing items (Kim and Damhorst, 1998; Butler and Francis, 1997). Thus, clothing utilization does contribute reason for ecological change, and natural respectability requires the support of eco-friendly apparel utilization, contrarily the study shows the restricted commitment among buyers within eco-friendly attire acquirement (Butler and Francis, 1997; Kim and Damhorst, 1998).

As indicated by Meyer (2001), customers seem hesitant on buying green attire products since the products more expensive however give fewer decisions; the products have tasteful and useful detriments, buyers have a lack of information about them, and shoppers are unsure about the real advantage to ecology. Various eco-friendly sale items have more higher prices than current industrial production apparel, making the items excessively expensive for some customers. A portion of different boundaries to eco-friendly practices distinguished within the literature incorporate social standards (Hines et al., 1986–1987).

Existing research has demonstrated that customers' ecological concerns identified with the clothing enterprises were constrained (Butler and Francis, 1997). Indeed, even recently, shoppers don't appear to know about the ecologic effects of the clothing industry. Rather, when buyers select a specific thing of clothing from a few other options, the buyers handle attire-related aspects, just as features, style and designing, to pass judgment on these benefits of other alternatives (Solomon and Rabolt, 2004, p. 365). Buyers have impediments on ability as handling informational processes (Ha-Brookshire, 2012) and regularly looked by the time plus information limitations that outcome in the utilization regarding different signs/heuristics in the decision-making process (Norum, 2005; Ritch and Schröder, 2012), particularly while the judgment of the issue is mind-boggling moreover unknown (Ha-Brookshire, 2012). Hurdles to eco-friendly apparel usage incorporate

when people see that acquiring eco-products involves some expanded burden, loss or risk rather involves tolerating a reduction in quality of products (Grankvist and Biel, 2001; Stern, 1999). Earlier frames of beliefs to a product could also affect how information is being processed (Fazio, 1989) or reacted (Thorson, Page, and Moore, 1995; Thøgersen, 1999, 2002).

The natural frame concerning the mind of customers implies an aggregate idea that grasps all buyer awareness towards ecological issues as communicated in wording, for example, ecological cognizance, ecological intrigue, and environmental preservative attitude (Won, 2003; Park, 2012). Researches indicate as buyers who have worries on ecology and perform an eco-friendly act to buy progressively eco-friendly items (Diamantopoulos et al., 2003; Zimmer et al., 1994). Also, customers who have a tendency to show eco-friendly attitudes hold progressively disposed to practice eco-friendly clothing acquisition performance (Kim and Damhorst, 1998). Lee (2011) has contended that ecologic alertness influences eco-friendly acquiring action. Alertness additionally influences buyers' trust in a firm (Lowry et al., 2008). It is additionally a conviction that individuals keep up valuable contemplations towards ecological issues and preservation (Lee, 1999). The natural frame of mind of customers is an aggregate idea that grasps all buyer awareness towards ecological issues as communicated in wording, for example, ecological cognizance, ecological intrigue, and environmental preservative attitude (Won, 2003; Park, 2012).

The natural frame of mind of customers is an aggregate idea that grasps all buyer awareness towards ecological issues as communicated in wording, for example, ecological cognizance, ecological intrigue, and environmental preservative attitude (Won, 2003; Park, 2012). The Green Gauge Report found that in 2007, of the 2000 US grown-ups reviewed, 87% signified worried on nature. Besides, half felt that ecological legislation didn't adequately secure the earth (CSR News, 2007). Investigation by Balderjahn (1988) points that consumers that hold an expanded intrigue an inspirational frame of mind towards nature become by and by dynamic in their inclusion in vitality protection and eco-friendly obtaining. Jung (2009)

likewise investigated the acquiring movement of earth inviting style that pursued eco-friendly frames of mind and divided mentalities into enthusiasm for ecologically amicable demeanors, natural action support level, and the degree of ecological neighborly item utilization. Min and Rhee (1999) inspected ecologically neighborly utilization dispositions on the sociality level and individuality degree; researchers asserted as immediate personal advantages are extra persuasive than socially worries on advancing the movement. Researchers demonstrated that there remained further instances of buyer articulation in the underlying conduct while they react delicately coordinating natural harms either advantages.

It is significant for shoppers to advance way of life and standards of action so as to determine ecological issues; thusly, an expanded purchaser eco-awareness brings about progressively positive effects on eco-awareness activities (Lee, 2003). Eco-cognizance implies that shoppers are increasingly discerning on natural issues and pursues an all the more ecologically cordial style of living that results in unmitigated ecological issues in the buy, utilizing, or transferal of goods (Ahn and Park, 1998). Eco-aware action is an ecologically amicable consumption viewpoint that perceives connection significance among community and the ecology just as recognizes personal motives including the prosperity of community all in all. These standards of conduct emerge all through the acquisition of, utilization, and disposal of goods (Park and Rhee, 1995). An ecologically amicable item purchase intention happens when customers expect an eco-friendly position in their individual and public activities. A definitive motivation behind acquiring is toward customers for fulfilling the needs and wants. Into that specific situation, the eco-friendly item acquiring intention brings about the acquisition of eco-friendly goods (Sung, 2005). It is significant for shoppers to advance way of life and standards of action so as to determine ecological issues; thusly, an expanded purchaser eco-awareness brings about progressively positive in relation to eco-awareness activities (Lee, 2003). Eco-cognizance implies that a shopper is increasingly discerning on natural problems and pursues an all the more ecologically cordial way of life that outcomes

in unmitigated natural issues within the buy, utilize, or transference of goods (Ahn and Park, 1998).

A few practices, for example, purchasing eco-friendly attire or garment recycling, could be considered as pro-environmental action on the grounds that those practices straightforwardly or in a roundabout way influence the ecology. Attire utilization alludes to securing, storing, utilizing, giving care, and disposing of apparel (Kozar and Hiller Connell, 2015). There is an ascent in eco-friendly sale item options among purchasers. Along these lines, companies are urgent to catch this emerging market occasion. Thus, green marketing getting progressively significant toward companies (Chen et al., 2006). As of lately, the case of eco-friendly apparel has been broadly talked about (Ellis et al., 2012; Peterson et al., 2012). The theme had been collected extraordinary enthusiasm of scholars, assumably he expanded nearness of "green consumers" in the market. Green purchasers have a positive enthusiasm for items that are organic, using the energy in an efficient way or have a biodegradable package, and keeping up eco-friendly utilization habits (Luzio and Lemke, 2013). van Birgelen et al. (2009) discovered as shoppers which preferably on the way to buy beverages bundled in eco-friendly packaging additionally had a significant level of ecological consciousness. Customers who have a tendency to follow eco-friendly attitudes are progressively disposed to practice eco-friendly clothing acquisition action (Kim and Damhorst, 1998). In showing eco-friendly apparel purchasing action, a customer would pick clothing products dependent on qualities that advantage, or prompt less harmful effect to nature than the other apparel options (Haron et al., 2005).

As shoppers have gotten progressively refined and eco-conscious, they anticipate that organizations should be all the more ecologically responsive. As per Mintel (2012), 64 percent of US buyers anticipate that organizations should be increasingly "green" and environmentally responsive. There is an ascent in eco-friendly sale item options among purchasers

Widely mentioned in the literature emphasize that customers who see how to attire products contrarily sway ecology will, in general, take part in eco-friendly apparel buying, for example, buying an organic cotton dress (Hustvedt and Dickson, 2009). Moreover, naturally concerned individuals take part in need-based buys and favor their garments produced using eco-friendly materials, and from ecologically preferable sources, for example, recycled sources and eco-friendly apparel manufacturers or brands (Hiller Connell, 2011). Researches on approaches towards eco-friendly sale items have mostly centered around the qualities of eco-friendly purchasers (Lee et al., 2002; Park and Lee, 1995) and eco-friendly buyers are characterized while the individuals which direct buying exercises dependent on a thought of the advantages given to society and the ecology. Shoppers have a noteworthy enthusiasm for ecological issues, and eco-friendly purchasers have started to rise as another customer bunch within the market. Eco-friendly buyers act touchy regarding and acknowledge ecological impacts if the buyers acquire items; also, they adjust obtaining, and Individual character shows more ecological enthusiasm than the financial variables found in the examination by Park and Suh(1998).

As of late, fashion organizations are progressively creating and marketing eco-fashion (in the context of sustainability and ethically implications) for advancing utilization in a sustainable way (Joergens, 2006; Fletcher, 2008; Chan and Wong, 2012).

### **3. RESEARCH ON ECO-FRIENDLY APPAREL PURCHASE INTENTION**

#### **3.1 Theoretical Background of the Research**

##### **3.1.1 Theory of Planned Behavior and Review in Perspective of Theory of Reasoned Action**

Vital to TRA is the idea of expectation, which Ajzen (1985) depicted as a person's inspiration in his/her insightful arrangement/choice to apply any exertion in playing out particular conduct. As per TRA, most human practices are unsurprising dependent on goal in light of the fact that such practices are voluntarily also below the influence of expectation (Ajzen and Fishbein, 1980). Due to its substantial prescient power, Theory of Reasoned Action has just broadly used essentially a model for anticipating social expectations and practices within the regions regarding promoting including shopper practices (Lam and Hsu, 2004; Lee, 2005; Sheppard et. al, 1988). TRA indicates that conduct goal exists as a component of that two variables; in particular, demeanor toward playing out the conduct and abstract standard (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975). Those two indicators regarding social expectations are parallelly connected besides conduct plus standardizing convictions.

Theory of Planned Behavior is the enlarged version of the Theory of Reasoned Action (Ajzen, 1985, 1991). That significant distinction within these models is TPB has an extra component as perceived social control essentially the consideration of behavioral beliefs. The aforementioned measurement is parallelly identified with control beliefs (CBs). The suitability of Theory of Reasoned Action have been described within consideration in specific conditions, an individual's conduct can likewise be dictated by not voluntarily elements or assets (Ajzen, 1985; Park, 2003).

### **3.1.2 Attitudes (Behavioral Beliefs)**

TPB accept subjective norms, perceived behavioral control, and attitude (behavioral beliefs) are theoretical separate elements of intentional signs of behavior. While mentioned about behavioral belief the main significant determinative can be said as attitude, that can be portrayed essentially "how much an individual has a good or ominous assessment or evaluation of the conduct being referred to" (Ajzen, 1991, p. 188). To be an element of one's notable convictions is accepted can be said as attitude toward behavior or just as Behavioral Beliefs (BB), that which speak to that apparent results about conduct and the person's assessment about that centrality concerning results such as Outcome Evaluation (OE) (Eagry and Chailen, 1993). BB essentially people's emotional likelihood so playing out conduct will prompt certain outcomes depicted by Ajzen and Fishbein (1980). Individuals will, in general, have a comprehensive mentality while the consequences are emphatically appraised and, consequently, the person is probably going to get his/her part in that particular conduct (Ajzen, 1991; Lee, 2005). As it were, the uplifting frame of mind toward particular conduct fortifies his/her goal is playing out that conduct (Ajzen, 1991).

### **3.1.3 Subjective Norms**

In the model of the Theory of Planned Behavior, subjective norms are proposed as a second consideration of behavioral intention. Subjective norms, "the perceived social pressure to perform or not to perform the behavior" (p. 188) characterized by Ajzen (1991). According to (Hee, 2000) as such, subjective norms are the apparent assessments from considerable other people which are imperative/close to a person and which impact the person's basic leadership such as family members, dear companions, associates either colleagues. According to (Ajzen and Fishbein, 1980) an individual's normative beliefs (NB) regarding whichever notable terms assume the person should (or not) do, and the person's motivation to comply (MC) to those terms all can be said as components of subjective norms. Normative Beliefs

depicted as "perceptions of significant others' preferences about whether one should engage in a behavior" (p. 171) by Eagry and Chailen (1993). Especially it regards the likelihood of within the bounds of possibility huge denotations support either object to that conduct.

### **3.1.4 Perceived Behavioral Controls**

The final and third element of behavioral intention in TPB is perceived behavior control. Perceived behavior control has been depicted as "the perceived ease or difficulty of performing the behavior" by (Ajzen, 1991, p. 122). Particularly, perceived behavior control determines that view about wherewith good a person can have control over the factors that may encourage/compel those activities expected for managing any particular circumstance. Perceived behavior control is assessed for being an element of Control Beliefs so alludes to person's view about that nearness/nonappearance regarding assets/openings needed for playing out any particular conduct, also the person's evaluation about the degree concerning significance about the assets/open doors toward that accomplishment regarding results (Ajzen and Madden, 1986). Various examinations have exhibited that individuals' expectation/conduct is emphatically impacted with the fearlessness in their capacity on playing out that conduct (Cheng et al., 2006; Todd, 1995). Discoveries in certain examinations suggest as while a person individually carries slight command on doing specific conduct in light of the absence of accessibility regarding needed assets such as time or expenses, the person's social goal might get decreased notwithstanding that way the person has an inspirational frame of mind/abstract standard concerning the proposed act.

### **3.1.5 Green Trust**

Trust alludes to individuals' mental express that they will acknowledge powerlessness dependent toward a beneficial encounter (Chen and Chang 2013). Trust could lessen clients' impressions about the hazard and advance purchasing

conduct without a doubt (Flavián et.al, 2005). While advertising, trust gets importance for demonstrating an impact on buyers' conduct (Gefen and Straub, 2004).

Broadening that thought regarding trust inside that setting concerning the green aspect, green trust alludes to shoppers' trust within any particular item or firm dependent covering the manufacturer's promise on ecological assurance (Chen et al., 2006). According to (Chen, 2010, p. 312) the concept of green trust can be characterized in the manner that "an eagerness to rely upon an item, administration, or brand dependent on the conviction or desire coming about because of its validity, generosity, and capacity about its natural execution". Ecological commitments are presented in the manner that showcasing the procedure for expanding trust in a brand in the shoppers' perspective (Chen and Chang, 2013). Particularly, while the items being marketed eco-friendly for instance, customers will, in general, have more trust in that company or brand's items (Kalafatis, Pollard, East, and Tsogas, 1999).

### **3.1.6 New Ecological Paradigm**

New Ecological Paradigm (NEP) is the most generally utilized measurement for measuring ecological concern. Dunlap et. al (2000) revised NEP scale and after that, the scale has been called as (NEP-R) scale. The NEP-R is a revision of the NEP scale, presented by Dunlap and Van Liere (1978) to evaluate convictions around three aspects of humankind's association with nature, human strength over nature, breaking points on development, and natural balance. The NEP-R tends to use psychometric confinements concerning that primary measurement and surveys moreover couple extra features: dismissal regarding human exemptionalism and eco-emergency.

### 3.1.7 Proposed Model

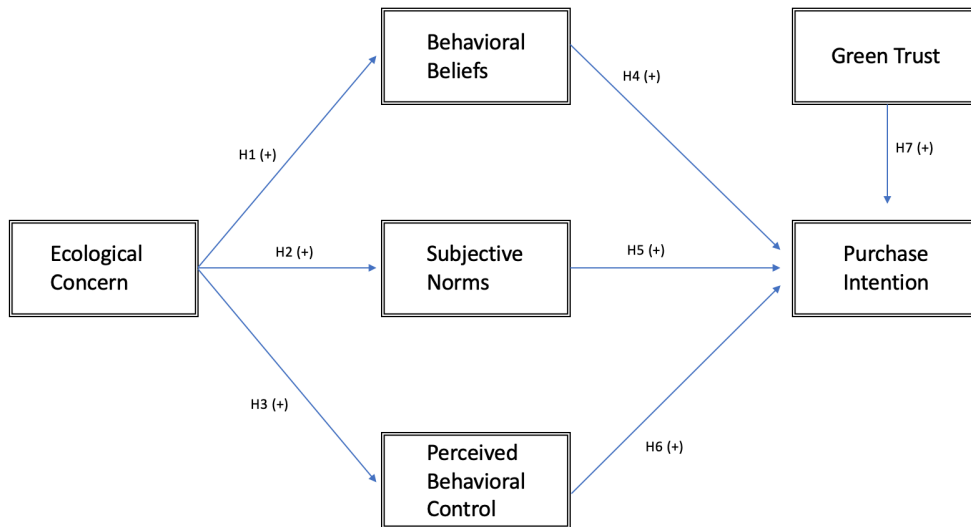


Figure 1 Research Model

### 3.1.8 Hypotheses

**H1.** Ecological concern has a positive influence over behavioral beliefs of eco-friendly apparel.

**H2.** Ecological concern has a positive influence over subjective norms of eco-friendly apparel.

**H3.** Ecological concern has a positive influence over perceived behavioral control of eco-friendly apparel.

**H4.** Behavioral beliefs have a positive influence over purchase intention of eco-friendly apparel.

**H5.** Subjective norms have a positive influence over purchase intention of eco-friendly apparel.

**H6.** Perceived behavioral control has a positive influence over purchase intention of eco-friendly apparel.

**H7.** Green trust has a positive influence over purchase intention of eco-friendly apparel.

### 3.1.9 Measures

Variables	Measurements	References
Ecological Concern	NEP1 “We are approaching the limit of the number of people the Earth can support.”	Dunlap et. al. (2000)
	NEP2 “Humans have the right to modify the natural environment to suit their needs.”	
	NEP3 “When humans interfere with nature it often produces disastrous consequences.”	
	NEP4 “Human ingenuity will insure that we do not make the Earth unlivable”.	
	NEP5 “Humans are seriously abusing the environment.”	
	NEP6 “The Earth has plenty of natural resources if we just learn how to develop them.”	
	NEP7 “Plants and animals have as much right as humans to exist.”	
	NEP8 “The balance of nature is strong enough to cope with the impacts of modern industrial nations.”	
	NEP9 “Despite our special abilities, humans are still subject to the laws of nature”.	
	NEP10 “The so-called “ecological crisis” facing humankind has been greatly exaggerated.”	
	NEP11 “The Earth is like a spaceship with very limited room and resources.”	
	NEP 12 “Humans were meant to rule over the rest of nature.”	
	NEP13 “The balance of nature is very delicate and easily upset.”	
	NEP14 “Humans will eventually learn enough about how nature works to be able to control it.”	
	NEP15 “If things continue on their present course, we will soon experience a major ecological catastrophe.”	
Behavioral Beliefs	BB1 “I believe that choosing eco-friendly apparel products will protect nature”.	Ajzen (1991)
	BB2 “I believe that choosing eco-friendly apparel products is a healthier choice for myself.”	
	BB3 “I believe that choosing eco-friendly apparel products will be approved by the society.”	
	BB4 “I believe that choosing eco-friendly apparel products is a responsible consumer behavior.”	
	BB5 “I believe that choosing eco-friendly apparel products will protect the health of agricultural and apparel industry workers.”	
Subjective Norms	SUBN1 “For me, most people think it's good to buy eco-friendly products.”	Ajzen (1991)
	SUBN2 “Most people who are important to me think I should buy eco-friendly products.”	
	SUBN3 “I would buy an eco-friendly product to be noticed by other people.”	
Perceived Behavioral Controls	PBC1 “It is right for me to prefer eco-friendly clothing products over other alternatives.”	Ajzen (1991)
	PBC2 “I am sure that I can prefer eco-friendly apparels when compared to alternatives that do not have this sensitivity.”	
	PBC3 “I have enough time to buy eco-friendly apparels.”	
	PBC4 “I have enough money to buy eco-friendly apparels.”	
	PBC5 “I can reach enough points of sale to buy eco-friendly apparels”	

Green Trust	GT1 "I think the environmental commitments of eco-friendly apparel brands are reliable."	Chen (2010)
	GT2 "I think the environmental performance of eco-friendly apparel brands is generally reliable."	
	GT3 "I think the environmental argument of eco-friendly apparel brands is generally reliable."	
	GT4 "The environmental concern of eco-friendly apparel brands meets my expectations."	
	GT5 "Eco-friendly apparel brands maintain their commitment and commitment to protecting the environment."	
Purchase Intention	PUIN1 "I am ready to buy eco-friendly apparel for myself."	Ajzen (1991)
	PUIN2 "I can recommend eco-friendly apparel to other people."	
	PUIN3 "I am ready to buy eco-friendly apparel for my family or friends."	
	PUIN4 "When others talk badly about eco-friendly apparel, I am willing to defend them."	

Table 1 Research Measures

### 3.2 Research Methodology

Firstly an English survey was formed with using the measurement items and translated into Turkish survey document which could consider a duplicate of the original survey document. The survey was prepared in Google Forms infrastructure and shared with using the channels such as WhatsApp groups and e-mails. Within the desired time two hundred eighty-eight people has been participated to the survey. In this process non-probabilistic convenience sampling method used. The list of the measurement items has been listed in Appendix A in the survey document. Each measurement item was measured with five-point Likert scale which has the scale from "strongly disagree" (1) to "strongly agree" (5). The data has been analyzed with using IBM SPSS v.25 for Mac OS X. Frequency tests, Reliability Analysis and Linear Regression Analyses have been conducted.

### 3.3 FINDINGS

#### 3.3.1 Demographic Variables

##### 3.3.1.1 Gender

Survey sample of participants consists of female, male and other segmentations which 175 (n) female participants represents %60.8, 110 (n) male participants represents %38.2 and 3 (n) other participants represents %1 of total participants which is 288 in general.

Gender		
	Frequency	Percent
Female	175	60,8
Male	110	38,2
Other	3	1,0
Total	288	100

Table 2 Gender Distribution

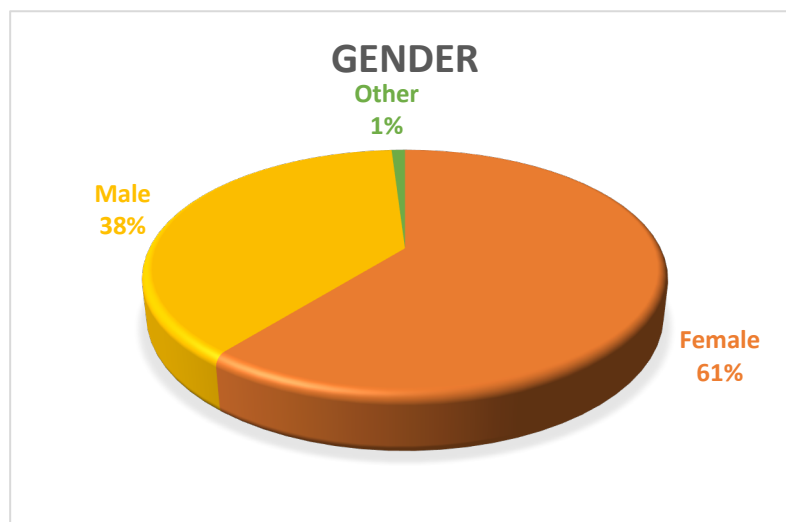


Figure 2 Gender Distribution Chart

### 3.3.1.2 Age

Survey sample of participants consists of 18-25, 26-35, 36-45, 46-65 and 65 plus up segmentations which 36 (n) participants between 18 and 25 ages represents %12.5, 82 (n) participants between 26 and 35 ages represents %28.5, 72 (n) participants between 36 and 45 ages represents %25, 95 (n) participants between 46 and 65 ages represents %33 and 3 (n) participants 65 and upper ages represents %1 of total participants which is 288 in general.

Age Groups		
	Frequency	Percent
18-25	36	12,5
26-35	82	28,5
36-45	72	25,0
46-65	95	33,0
65 and up	3	1,0
Total	288	100

Table 3 Age Distribution

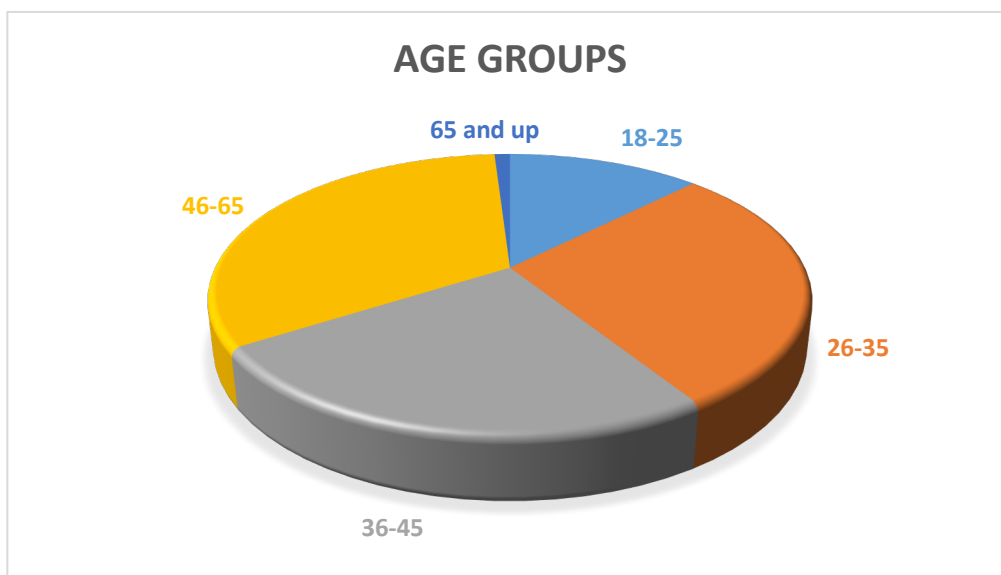


Figure 3 Age Distribution Chart

### 3.3.1.3 Marital Status

Survey sample of participants consists of single and married segmentations which 110 (n) single participants represents %38.2, 178 (n) married participants represents %61.8 of total participants which is 288 in general.

Marital Status		
	Frequency	Percent
Single	110	38,2
Married	178	61,8
Total	288	100

Table 4 Marital Status Distribution

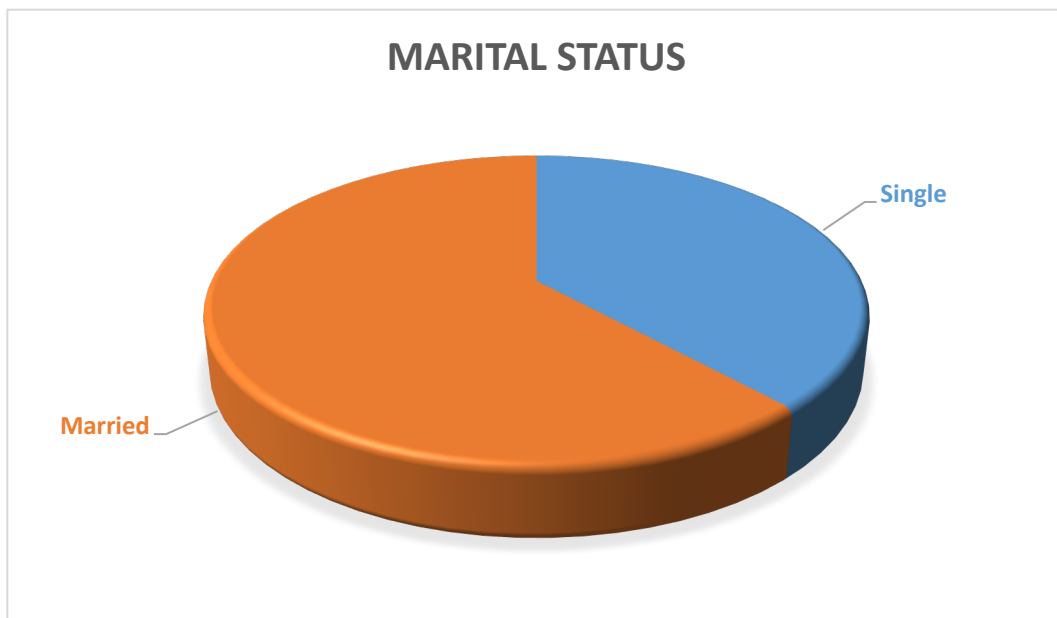


Figure 4 Marital Status Distribution Chart

### 3.3.1.4 Educational Status

Survey sample of participants consists of middle school, high school, bachelor's degree, master's degree and PhD segmentations which 1 (n) participant has middle school education represents %0.3, 32 (n) participants has high school education represents %11.1, 200 (n) participants has bachelor's degree represents %69.4, 48 (n) participants has master's degree represents %16.7 and 7 (n) participants has PhD degree represents %2.4 of total participants which is 288 in general.

Educational Status		
	Frequency	Percent
Middle School	1	0.3
High School	32	11,1
Bachelor's Degree	200	69,4
Master's Degree	48	16,7
PhD	7	2,4
Total	288	100

Table 5 Educational Status Distribution

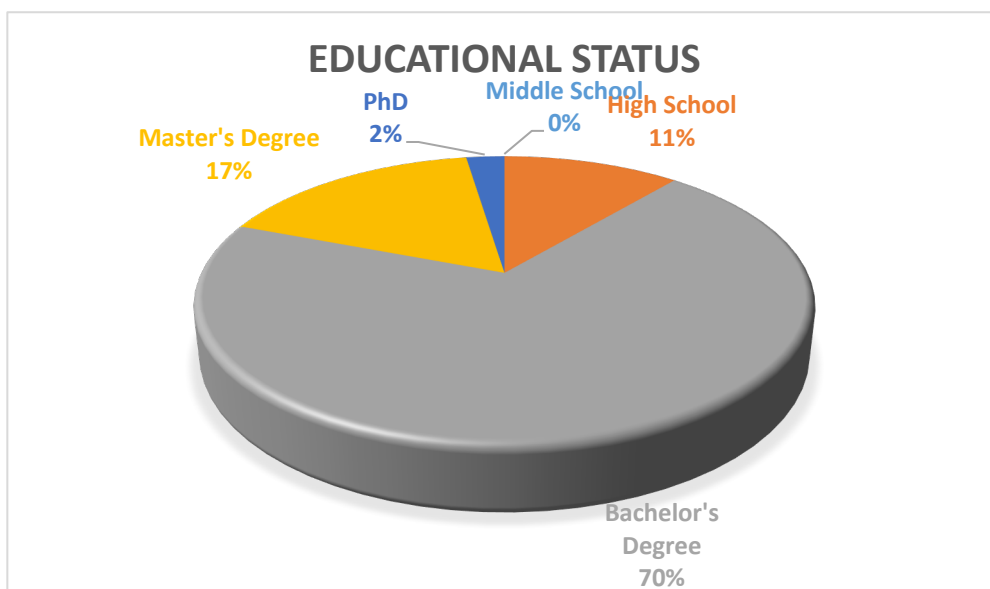


Figure 5 Educational Status Distribution Chart

### 3.3.1.5 Occupational Status

Survey sample of participants consists of student, full-time employee, part time employee, unemployed (retired), unemployed (housewife) and unemployed (job seeker) segmentations which 17 (n) student participants represents %5.9, 195 (n) full-time employee participants represents %67.7, 21 (n) unemployed (retired) participants represents %11, 18 (n) unemployed (housewife) participants represents %6.3 and 5 (n) unemployed (job seeker) participants represents %1.7 of total participants which is 288 in general.

Occupational Status		
	Frequency	Percent
Student	17	5,9
Full-time Employee	195	67,7
Part-time Employee	21	7,3
Unemployed (Retired)	32	11
Unemployed (Housewife)	18	6,3
Unemployed (Job Seeker)	5	1,7
Total	288	100

Table 6 Occupational Status Distribution

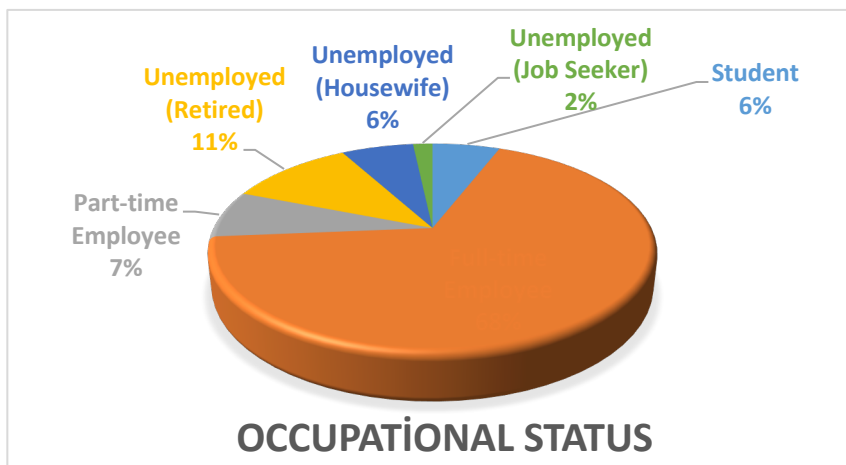


Figure 6 Occupational Status Distribution Chart

### 3.3.1.6 Personal Income Level

Survey sample of participants consists of below 2000 TRY, 2000 – 3000 TRY, 3000 – 4500 TRY, 4500 – 7000 TRY and above 7000 TRY monthly personal income segmentations which 29 (n) participants below 2000 TRY represents %10.1, 73 (n) participants between 2000 and 3000 TRY represents %25.3, 82 (n) participants between 3000 and 4500 TRY represents %28.5, 60 (n) participants between 4500 and 7000 TRY represents %20.8 and 44 (n) participants above 7000 TRY represents %15,3 of total participants which is 288 in general.

Personal Income Level		
	Frequency	Percent
Below 2000 TRY	29	10,1
2000 – 3000 TRY	73	25,3
3000 – 4500 TRY	82	28,5
4500 – 7000 TRY	60	20,8
Above 7000 TRY	44	15,3
Total	288	100

Table 7 Personal Income Level Distribution

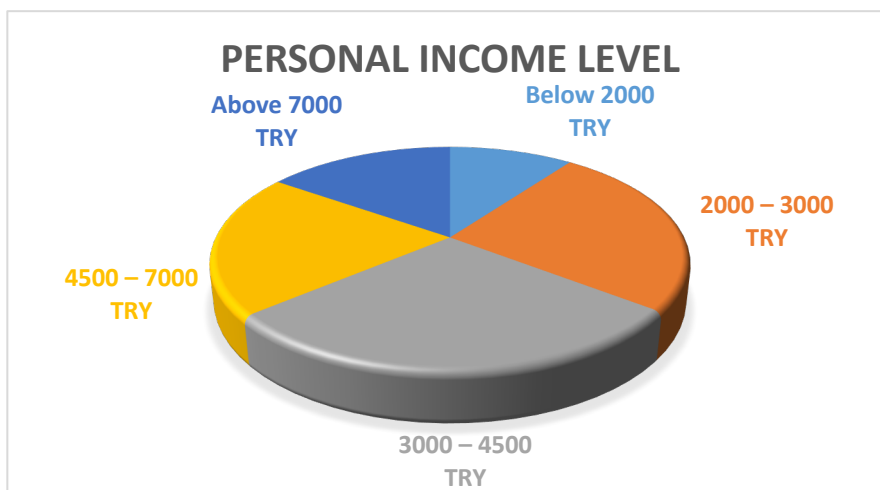


Figure 7 Personal Income Level Distribution Chart

### **3.3.1.7 Monthly Personal Apparel Expenditure**

According to findings, it seems that monthly personal apparel expenditure question could not be understood well and results seen illogical. Due to that condition, monthly personal apparel expenditure question excluded from the analysis.

### 3.3.2 Reliability Analysis for Factors

#### 3.3.2.1 Reliability Analysis for Ecological Concern

For testing internal consistency of ecological concern factor items, reliability analysis has been made. Cronbach's coefficient alpha for reliability score has been calculated and results shows that  $\alpha = 0.708$ .

	<b>Factor Item</b>	<b>Cronbach's <math>\alpha</math> if item deleted</b>	<b>Cronbach's <math>\alpha</math></b>
<b>Ecological Concern</b>	NEP1: "We are approaching the limit of the number of people the Earth can support."	,689	,708
	NEP2: "Humans have the right to modify the natural environment to suit their needs." (Reverse coded)	,698	
	NEP3: "When humans interfere with nature it often produces disastrous consequences."	,687	
	NEP4: "Human ingenuity will insure that we do not make the Earth unlivable."	,679	
	NEP5: "Humans are seriously abusing the environment."	,681	
	NEP6: "The Earth has plenty of natural resources if we just learn how to develop them."	,708	

	NEP7: “Plants and animals have as much right as humans to exist.”	,689	
	NEP8: “The balance of nature is strong enough to cope with the impacts of modern industrial nations.” *excluded	-	
	NEP9: “Despite our special abilities, humans are still subject to the laws of nature.”	,702	
	NEP10: “The so-called “ecological crisis” facing humankind has been greatly exaggerated.” (Reverse coded)	,698	
	NEP11: “The Earth is like a spaceship with very limited room and resources.”	,710	
	NEP12: “Humans were meant to rule over the rest of nature.” (Reverse coded)	,687	
	NEP13: “The balance of nature is very delicate and easily upset.”	,686	
	NEP14: “Humans will eventually learn enough about how nature works to be able to control it.”*excluded	-	
	NEP15: “If things continue on their present course, we will soon experience a major ecological catastrophe.”	0.867	

Table 8 Ecological Concern Reliability Analysis Results

### 3.3.2.2 Reliability Analysis for Behavioral Beliefs

For testing internal consistency of factor items of behavioral beliefs, reliability analysis has been made. Cronbach's coefficient alpha for reliability score has been calculated and results shows that  $\alpha = 0.843$ .

	<b>Factor Item</b>	<b>Cronbach's <math>\alpha</math> if item deleted</b>	<b>Cronbach's <math>\alpha</math></b>
<b>Behavioral Beliefs</b>	BB1: "I believe that choosing eco-friendly apparel products will protect nature."	,798	,843
	BB2: "I believe that choosing eco-friendly apparel products is a healthier choice for myself."	,784	
	BB3: "I believe that choosing eco-friendly apparel products will be approved by the society."	,857	
	BB4: "I believe that choosing eco-friendly apparel products is a responsible consumer behavior."	,792	
	BB5: "I believe that choosing eco-friendly apparel products will protect the health of agricultural and apparel industry workers."	,819	

Table 9 Behavioral Beliefs Reliability Analysis Results

### 3.3.2.3 Reliability Analysis for Subjective Norms

For testing internal consistency of factor items of subjective norms, reliability analysis has been made. Cronbach's coefficient alpha for reliability score has been calculated and results shows that  $\alpha = 0.701$ .

	<b>Factor Item</b>	<b>Cronbach's <math>\alpha</math> if item deleted</b>	<b>Cronbach's <math>\alpha</math></b>
<b>Subjective Norms</b>	SUBN1: "For me, most people think it's good to buy eco-friendly products."	,492	,701
	SUBN2: "Most people who are important to me think I should buy eco-friendly products."	,457	
	SUBN3: "I would buy an eco-friendly product to be noticed by other people."	,862	

Table 10 Subjective Norms Reliability Analysis Results

### 3.3.2.4 Reliability Analysis for Perceived Behavioral Control

For testing internal consistency of factor items of perceived behavioral control, reliability analysis has been made. Cronbach's coefficient alpha for reliability score has been calculated and results shows that  $\alpha = 0.771$ .

	<b>Factor Item</b>	<b>Cronbach's <math>\alpha</math> if item deleted</b>	<b>Cronbach's <math>\alpha</math></b>
<b>Perceived Behavioral Control</b>	PBC1: "It is right for me to prefer eco-friendly clothing products over other alternatives."	,672	,771
	PBC2: "I am sure that I can prefer eco-friendly apparels when compared to alternatives that do not have this sensitivity."	,683	
	PBC3: "I have enough time to buy eco-friendly apparels."	,688	
	PBC4: "I have enough money to buy eco-friendly apparels."	,801	
	PBC5: "I can reach enough points of sale to buy eco-friendly apparel."	-	

Table 11 Perceived Behavioral Control Reliability Analysis Results

### 3.3.2.5 Reliability Analysis for Green Trust

For testing internal consistency of factor items of green trust, reliability analysis has been made. Cronbach's coefficient alpha for reliability score has been calculated and results shows that  $\alpha = 0.933$ .

	Factor Item	Cronbach's $\alpha$ if item deleted	Cronbach's $\alpha$
<b>Green Trust</b>	GT1: "I think the environmental commitments of eco-friendly apparel brands are reliable."	,912	,933
	GT2: "I think the environmental performance of eco-friendly apparel brands is generally reliable."	,911	
	GT3: "I think the environmental argument of eco-friendly apparel brands is generally reliable."	,908	
	GT4: "The environmental concern of eco-friendly apparel brands meets my expectations."	,934	
	GT5: "Eco-friendly apparel brands maintain their commitment and commitment to protecting the environment."	,920	

Table 12 Green Trust Reliability Analysis Results

### 3.3.2.6 Reliability Analysis for Purchase Intention

For testing internal consistency of factor items of purchase intention, reliability analysis has been made. Cronbach's coefficient alpha for reliability score has been calculated and results shows that  $\alpha = 0.915$ .

	<b>Factor Item</b>	<b>Cronbach's <math>\alpha</math> if item deleted</b>	<b>Cronbach's <math>\alpha</math></b>
<b>Purchase Intention</b>	PUIN1: "I am ready to buy eco-friendly apparel for myself."	,868	,915
	PUIN2: "I can recommend eco-friendly apparel to other people."	,883	
	PUIN3: "I am ready to buy eco-friendly apparel for my family or friends."	,871	
	PUIN4: "When others talk badly about eco-friendly apparel, I am willing to defend them."	,932	

Table 13 Purchase Intention Reliability Analysis Results

### 3.3.3 Linear Regression Analysis

#### 3.3.3.1 Linear Regression Analysis for Behavioral Beliefs

To investigate the potential relationship between ecological concern and behavioral beliefs, simple linear regression analysis has been performed.

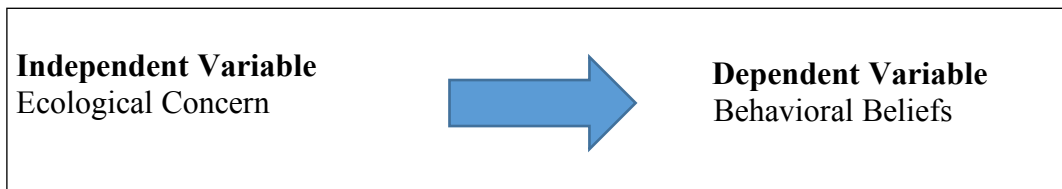


Figure 8 Linear Regression Relation Between Ecological Concern and Behavioral Beliefs

Dependent variable: Behavioral Beliefs			
Independent variables:	Beta	t-value	p-value
Ecological Concern	,360	6,439	0.000

Table 14 Linear Regression Results Between Ecological Concern and Behavioral Beliefs

As seen in Table 14, Ecological Concern has a positive effect on Behavioral Beliefs. Behavioral Beliefs was with results of ( $\beta=0.360$ ,  $t=6.439$ ,  $p= 0,000$ ). The total model explanatory power has been calculated as 12.7% ( $R= 0.360$   $R^2=0.127$   $F= 41,455$   $p=0.000$ ) and results shows a weak explanotary of regression results. ( $R=0.360 <0.700$ )

### 3.4.3.2 Linear Regression Analysis for Subjective Norms

To investigate the potential relationship between ecological concern and subjective norms, simple linear regression analysis has been performed

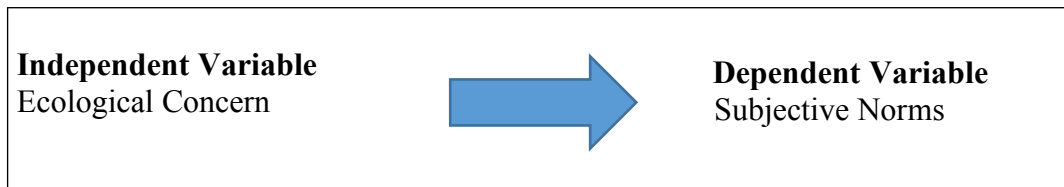


Figure 9 Linear Regression Relation Between Ecological Concern and Subjective Norms

Dependent variable: Subjective Norms			
Independent variables:	Beta	t-value	p-value
Ecological Concern	,322	5,694	0.000

Table 15 Linear Regression Analysis Results Between Ecological Concern and Subjective Norms

As seen in Table 15, Ecological Concern has a positive effect on Subjective Norms was with results of ( $\beta=0.322$ ,  $t=5.694$ ,  $p= 0,000$ ). The total model explanatory power has been calculated as 10% ( $R= 0.322$   $R^2=0.101$   $F= 32,420$   $p=0.000$ ) and results shows a weak explanotary of regression results. ( $R=0.322 <0.700$ )

### 3.3.3.3 Linear Regression Analysis for Perceived Behavioral Control

To investigate the potential relationship between ecological concern and perceived behavioral control, simple linear regression analysis has been performed

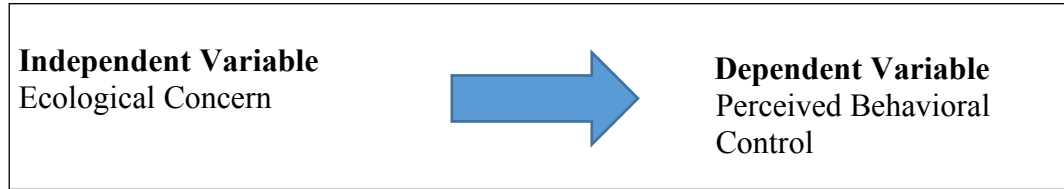


Figure 10 Linear Regression Relation Between Ecological Concern and Perceived Behavioral Control

Dependent variable: Perceived Behavioral Control			
Independent variables:	Beta	t-value	p-value
Ecological Concern	,074	1,228	,220

Table 16 Linear Regression Analysis Results Between Ecological Concern and Perceived Behavioral Control

As seen in Table 16, Ecological Concern has a positive effect on Perceived Behavioral Control was explained with results of ( $\beta=0.074$ ,  $t=1.228$ ,  $p=0.220$ ). The total model explanatory power has been calculated as 0.02% ( $R=0.074$   $R^2=0.02$   $F=1.509$   $p=0.220$ ) and results does not shows an explanotary of regression results.

### 3.3.3.4 Linear Regression Analysis for Purchase Intention and Behavioral Beliefs

To investigate the potential relationship between behavioral beliefs and purchase intention, simple linear regression analysis has been performed

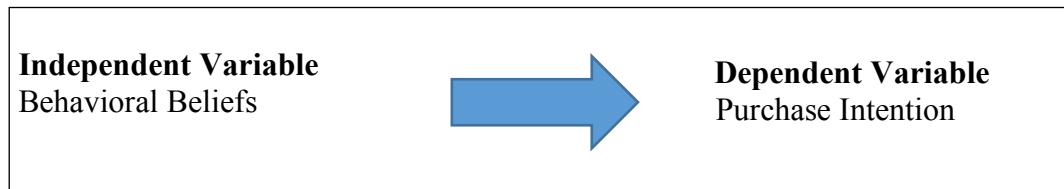


Figure 11 Linear Regression Relation Between Behavioral Beliefs and Purchase Intention

Dependent variable: Purchase Intention			
Independent variables:	Beta	t-value	p-value
Behavioral Beliefs	,640	192,471	,000

Table 17 Linear Regression Analysis Results Between Behavioral Beliefs and Purchase Intention

As seen in Table 17, Behavioral Beliefs has a positive effect on Purchase Intention was explained with results of ( $\beta=0.640$ ,  $t=13.873$   $p= 0.000$ ). The total model explanatory power has been calculated as 40% ( $R= 0.640$   $R^2=0.407$   $F= 1,509$   $p=0.220$ ) and results shows a moderate explanotary of regression. ( $R=0.640 <0.700$ )

### 3.3.3.5 Linear Regression Analysis for Purchase Intention and Subjective Norms

To investigate the potential relationship between subjective norms and purchase intention, simple linear regression analysis has been performed

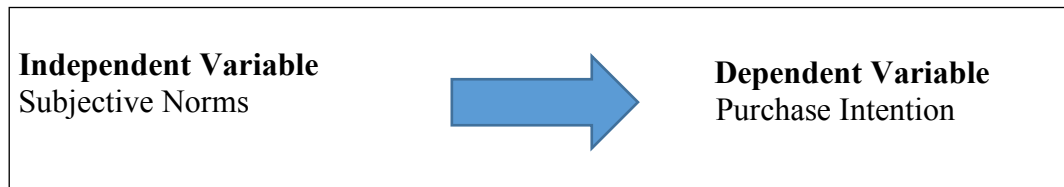


Figure 12 Linear Regression Relation Between Subjective Norms and Purchase Intention

Dependent variable: Purchase Intention			
Independent variables:	Beta	t-value	p-value
Subjective Norms	,402	7,340	,000

Table 18 Linear Regression Analysis Results Between Subjective Norms and Purchase Intention

As seen in Table 18, Subjective Norms has a positive effect on Purchase Intention was explained with results of ( $\beta=0.402$ ,  $t=7.430$ ,  $p= 0.000$ ). The total model explanatory power has been calculated as 15,8% ( $R= 0.402$   $R^2=0.158$   $F= 53.879$   $p=0.000$ ) and results shows a weak explanotary of regression. ( $R=0.402 <0.700$ )

### 3.3.3.6 Linear Regression Analysis for Purchase Intention and Perceived Behavioral Control

To investigate the potential relationship between perceived behavioral control and purchase intention, simple linear regression analysis has been performed

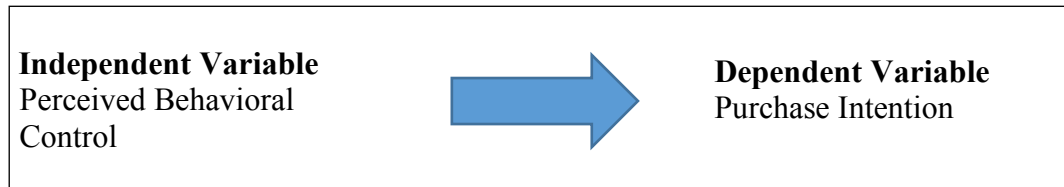


Figure 13 Linear Regression Relation Between Perceived Behavioral Control and Purchase Intention

Dependent variable: Purchase Intention			
Independent variables:	Beta	t-value	p-value
Perceived Behavioral Control	,252	4,325	,000

Table 19 Linear Regression Analysis Results Between Perceived Behavioral Control and Purchase Intention

As seen in Table 19, perceived behavioral control has a positive effect on purchase intention was explained with results of ( $\beta=0.252$ ,  $t=4.325$ ,  $p=0.000$ ). The total model explanatory power has been calculated as 15,8% ( $R=0.252$   $R^2=0.063$   $F=18.704$   $p=0.000$ ) and results shows a weak explanatory of regression. ( $R=0.252 < 0.700$ )

### 3.3.3.7 Linear Regression Analysis for Purchase Intention and Green Trust

To investigate the potential relationship green trust and purchase intention, simple linear regression analysis has been performed

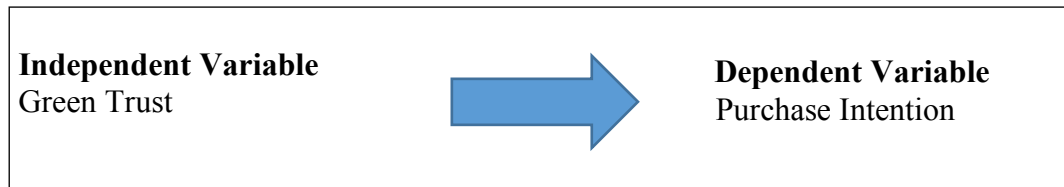


Figure 14 Linear Regression Relation Between Green Trust and Purchase Intention

Dependent variable: Purchase Intention			
Independent variables:	Beta	t-value	p-value
Green Trust	,470	8,867	,000

Table 20 Linear Regression Analysis Results Between Green Trust and Purchase Intention

As seen in Table 20, green trust has a positive effect on purchase intention was explained with results of ( $\beta=0.470$ ,  $t=8,867$ ,  $p=0.000$ ). The total model explanatory power has been calculated as 21,8% ( $R=0.470$   $R^2=0.218$   $F=78.622$   $p=0.000$ ) and results shows a moderate explanatory of regression. ( $R=0.470 < 0.700$ )

### 3.3.4 Difference Tests

One-way ANOVA test applied to the data for the investigation between chosen demographic factors and their effects on constructs.

#### 3.3.4.1 Age ANOVA Test

Descriptives		N	Mean
NEP	18 - 35	115	4,0794
	36 and above	168	3,9841
	Total	283	4,0229
BehavioralBeliefs	18 - 35	116	4,1655
	36 and above	169	4,4213
	Total	285	4,3172
SubjNorms	18 - 35	117	3,396
	36 and above	170	3,2824
	Total	287	3,3287
PercBehCont	18 - 35	115	3,55
	36 and above	168	3,3378
	Total	283	3,424
GTrust	18 - 35	115	3,4765
	36 and above	169	3,471
	Total	284	3,4732
PurcInt	18 - 35	116	4,1336
	36 and above	166	4,2816
	Total	282	4,2207

Table 21 Age Description in ANOVA Analysis of Constraints

ANOVA		Sum of Squares	Mean Square	F	Sig.
NEP	Between Groups	0,62	0,62	2,638	0,105
	Within Groups	66,037	0,235		
	Total	66,657			
BehavioralBeliefs	Between Groups	4,5	4,5	7,404	0,007
	Within Groups	172,025	0,608		
	Total	176,526			
SubjNorms	Between Groups	0,895	0,895	0,728	0,394
	Within Groups	350,654	1,23		
	Total	351,549			
PercBehCont	Between Groups	3,074	3,074	2,891	0,09
	Within Groups	298,792	1,063		
	Total	301,867			
GTrust	Between Groups	0,002	0,002	0,002	0,966
	Within Groups	313,435	1,111		
	Total	313,437			
PurcInt	Between Groups	1,496	1,496	1,736	0,189
	Within Groups	241,325	0,862		
	Total	242,821			

Table 22 ANOVA Analysis of Constraints With Age

According to Levene statistic test, behavioral beliefs can not achieve significance scores above 0.05 level of trust. Due to that condition, behavioral beliefs can not be considered as differentiating construct.

### 3.3.4.2 Gender ANOVA Test

Descriptives		N	Mean
NEP	Female	172	4,0926
	Male	109	3,9138
	Other	2	3,9667
	Total	283	4,0229
BehavioralBeliefs	Female	174	4,4161
	Male	108	4,1759
	Other	3	3,6667
	Total	285	4,3172
SubjNorms	Female	175	3,4533
	Male	109	3,1437
	Other	3	2,7778
	Total	287	3,3287
PercBehCont	Female	173	3,4263
	Male	107	3,4322
	Other	3	3
	Total	283	3,424
GTrust	Female	173	3,6393
	Male	108	3,2241
	Other	3	2,8667
	Total	284	3,4732
PurcInt	Female	171	4,3728
	Male	108	4,0116
	Other	3	3,0833
	Total	282	4,2207

Table 23 Gender Description in ANOVA Analysis of Constraints

ANOVA		Sum of Squares	Mean Square	F	Sig.
NEP	Between Groups	2,141	1,071	4,646	0,01
	Within Groups	64,516	0,23		
	Total	66,657			
BehavioralBeliefs	Between Groups	5,127	2,563	4,217	0,02
	Within Groups	171,399	0,608		
	Total	176,526			
SubjNorms	Between Groups	7,358	3,679	3,036	0,05
	Within Groups	344,191	1,212		
	Total	351,549			
PercBehCont	Between Groups	0,548	0,274	0,254	0,78
	Within Groups	301,319	1,076		
	Total	301,867			
GTrust	Between Groups	12,58	6,29	5,875	0,003
	Within Groups	300,857	1,071		
	Total	313,437			
PurcInt	Between Groups	12,56	6,28	7,61	0,001
	Within Groups	230,261	0,825		
	Total	242,821			

Table 24 ANOVA Analysis of Constraints With Gender

According to ANOVA test results NEP, behavioral beliefs, green trust and purchase intention has significancy values lower than 0.05 level of trust. That condition represents a differentiation between groups in the mentioned constructs. For a further investigation an independent samples T-test applied each construct which has significancy value lower than 0.05.

### 3.3.4.3 Independent Samples T-Test Between Gender and NEP

Group Statistics			
	GENDER	N	Mean
NEP1	Female	175	4,04
	Male	109	3,32
NEP2	Female	175	4,23
	Male	110	4,11
NEP3	Female	174	4,1
	Male	110	4,23
NEP4	Female	175	4,46
	Male	110	4,2
NEP5	Female	175	4,63
	Male	110	4,6
NEP6	Female	175	4,62
	Male	110	4,4
NEP7	Female	174	4,83
	Male	110	4,76
NEP8	Female	175	2,42
	Male	110	2,17
NEP9	Female	175	4,19
	Male	110	4,11
NEP10	Female	175	4,26
	Male	110	4,01
NEP11	Female	175	3,35
	Male	110	3,32
NEP12	Female	174	4,39
	Male	110	4,22
NEP13	Female	175	3,75
	Male	110	3,7
NEP14	Female	175	3,55
	Male	110	3,29
NEP15	Female	175	4,53
	Male	110	4,27

Table 25 Group Statistics of NEP Questions by Gender

Independent Samples Test						
Dependent variables	Assumptions	Statistics				
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
NEP1	Equal variances assumed	23,579	0	4,202	282	0
	Equal variances not assumed			3,977	189,743	0
NEP2	Equal variances assumed	0,18	0,672	0,766	283	0,445
	Equal variances not assumed			0,76	225,958	0,448
NEP3	Equal variances assumed	1,641	0,201	-0,848	282	0,397
	Equal variances not assumed			-0,857	240,45	0,392
NEP4	Equal variances assumed	3,754	0,054	1,984	283	0,048
	Equal variances not assumed			1,922	207,677	0,056
NEP5	Equal variances assumed	0,01	0,921	0,274	283	0,784
	Equal variances not assumed			0,279	244,974	0,78
NEP6	Equal variances assumed	5,163	0,024	1,958	283	0,051
	Equal variances not assumed			1,903	210,186	0,058
NEP7	Equal variances assumed	1,396	0,238	0,831	282	0,407
	Equal variances not assumed			0,851	250,408	0,395
NEP8	Equal variances assumed	0,597	0,44	1,549	283	0,122
	Equal variances not assumed			1,555	234,881	0,121
NEP9	Equal variances assumed	0,046	0,831	0,614	283	0,54
	Equal variances not assumed			0,616	234,818	0,538
NEP10	Equal variances assumed	0,467	0,495	1,667	283	0,097
	Equal variances not assumed			1,631	215,249	0,104
NEP11	Equal variances assumed	0,22	0,64	0,203	283	0,839
	Equal variances not assumed			0,202	228,548	0,84
NEP12	Equal variances assumed	2,015	0,157	1,227	282	0,221
	Equal variances not assumed			1,204	217,389	0,23
NEP13	Equal variances assumed	0,458	0,499	0,295	283	0,768
	Equal variances not assumed			0,295	232,04	0,768
NEP14	Equal variances assumed	0,137	0,711	1,53	283	0,127
	Equal variances not assumed			1,533	233,146	0,127
NEP15	Equal variances assumed	7,279	0,007	2,07	283	0,039
	Equal variances not assumed			1,961	191,854	0,051

Table 26 Independent Samples Results T-Test with NEP and Gender

Analysis results shows that there are differences seen in NEP 1 and NEP 15 questions. In both question, female participants have been identified more responsive and sensitive about Earth's resources and its' sustainability.

### 3.3.4.4 Independent Samples T-Test Between Gender and Behavioral Beliefs

Group Statistics			
GENDER		N	Mean
BB1	Female	175	4,35
	Male	108	3,93
BB2	Female	175	4,55
	Male	109	4,39
BB3	Female	175	4,01
	Male	109	4,06
BB4	Female	175	4,61
	Male	109	4,35
BB5	Female	174	4,54
	Male	109	4,19

Table 27 Group Statistics of Behavioral Beliefs Questions by Gender

Independent Samples Test						
Dependent variables	Levene's Test for Equality of Variances			t-test for Equality of Means		
	Assumptions	Statistics				
		F	Sig.	t	df	Sig. (2-tailed)
BB1	Equal variances assumed	5,216	0,023	3,012	281	0,003
	Equal variances not assumed			2,854	188,84	0,005
BB2	Equal variances assumed	4,89	0,028	1,571	282	0,117
	Equal variances not assumed			1,511	200,849	0,132
BB3	Equal variances assumed	2,138	0,145	-0,386	282	0,699
	Equal variances not assumed			-0,396	246,738	0,693
BB4	Equal variances assumed	4,258	0,04	2,361	282	0,019
	Equal variances not assumed			2,327	218,349	0,021
BB5	Equal variances assumed	8,442	0,004	2,902	281	0,004
	Equal variances not assumed			2,779	197,679	0,006

Table 28 Independent Samples Results T-Test with Behavioral Beliefs and Gender

Analysis results shows that there are differences seen in BB1, BB2, BB4, BB5 questions and female participants has been identified that they have stronger beliefs about eco-friendly apparels and their contribution on overcoming ecological problems. Only BB3 seen with no difference also BB3 has the lowest scores combined.

### 3.3.4.5 Independent Samples T-Test Between Gender and Green Trust

Group Statistics			
	GENDER	N	Mean
TRUST1	Female	175	3,64
	Male	109	3,15
TRUST2	Female	175	3,65
	Male	108	3,29
TRUST3	Female	173	3,57
	Male	109	3,22
TRUST4	Female	175	3,62
	Male	109	3,29
TRUST5	Female	175	3,73
	Male	109	3,15

Table 29 Group Statistics of Green Trust Questions by Gender

Analysis results shows that there are differences seen in TRUST 1 question. That question is about reliability of the current apparel brands which provides eco-friendly options. In this question female respondents have been shown greater score.

Independent Samples Test						
Levene's Test for Equality of Variances				t-test for Equality of Means		
Dependent variables	Assumptions	Statistics				
		F	Sig.	t	df	Sig. (2-tailed)
TRUST1	Equal variances assumed	4,16	0,042	3,403	282	0,001
	Equal variances not assumed			3,458	241,15	0,001
TRUST2	Equal variances assumed	2,759	0,098	2,589	281	0,01
	Equal variances not assumed			2,63	238,255	0,009
TRUST3	Equal variances assumed	0,358	0,55	2,43	280	0,016
	Equal variances not assumed			2,421	226,852	0,016
TRUST4	Equal variances assumed	1,095	0,296	2,285	282	0,023
	Equal variances not assumed			2,305	235,974	0,022
TRUST5	Equal variances assumed	1,243	0,266	4,053	282	0
	Equal variances not assumed			4,034	225,789	0

Table 30 Independent Samples Results T-Test with Green Trust and Gender

### 3.3.4.6 Independent Samples T-Test Between Gender and Purchase Intention

Group Statistics			
	GENDER	N	Mean
PUIN1	Female	172	4,34
	Male	108	3,96
PUIN2	Female	174	4,44
	Male	108	4,13
PUIN3	Female	173	4,41
	Male	108	3,96
PUIN4	Female	174	4,28
	Male	108	3,99

Table 31 Group Statistics of Purchase Intention Questions by Gender

Independent Samples Test						
Levene's Test for Equality of Variances				t-test for Equality of Means		
Dependent variables	Assumptions	Statistics				
		F	Sig.	t	df	Sig. (2-tailed)
PUIN1	Equal variances assumed	5,025	0,026	2,923	278	0,004
	Equal variances not assumed			2,802	196,608	0,006
PUIN2	Equal variances assumed	2,347	0,127	2,558	280	0,011
	Equal variances not assumed			2,48	204,338	0,014
PUIN3	Equal variances assumed	9,607	0,002	3,509	279	0,001
	Equal variances not assumed			3,328	189,534	0,001
PUIN4	Equal variances assumed	1,377	0,242	2,227	280	0,027
	Equal variances not assumed			2,156	203,488	0,032

Table 32 Independent Samples Results T-Test with Purchase Intention and Gender

Analysis results shows that there are differences seen in PUIN 1 and PUIN 3 questions. In both question, female respondents have been shown greater score. Both PUIN 1 and PUIN 3 questions are about eco-friendly apparel acquisition.

### 3.4 Summary of Hypotheses Results

Hypothesis	Result
<b>H1:</b> Ecological concern has a positive influence over behavioral beliefs of eco-friendly apparel.	<b>Accepted</b>
<b>H2:</b> Ecological concern has a positive influence over subjective norms of eco-friendly apparel.	<b>Accepted</b>
<b>H3:</b> Ecological concern has a positive influence over perceived behavioral control of eco-friendly apparel.	<b>Not Supported</b>
<b>H4:</b> Behavioral beliefs have a positive influence over purchase intention of eco-friendly apparel.	<b>Accepted</b>
<b>H5:</b> Subjective norms have a positive influence over purchase intention of eco-friendly apparel.	<b>Accepted</b>
<b>H6:</b> Perceived behavioral control has a positive influence over purchase intention of eco-friendly apparel.	<b>Accepted</b>
<b>H7:</b> Green trust has a positive influence over purchase intention of eco-friendly apparel.	<b>Accepted</b>

Table 33 Hypotheses Acceptance Summary

### 3.5 Revised Research Model

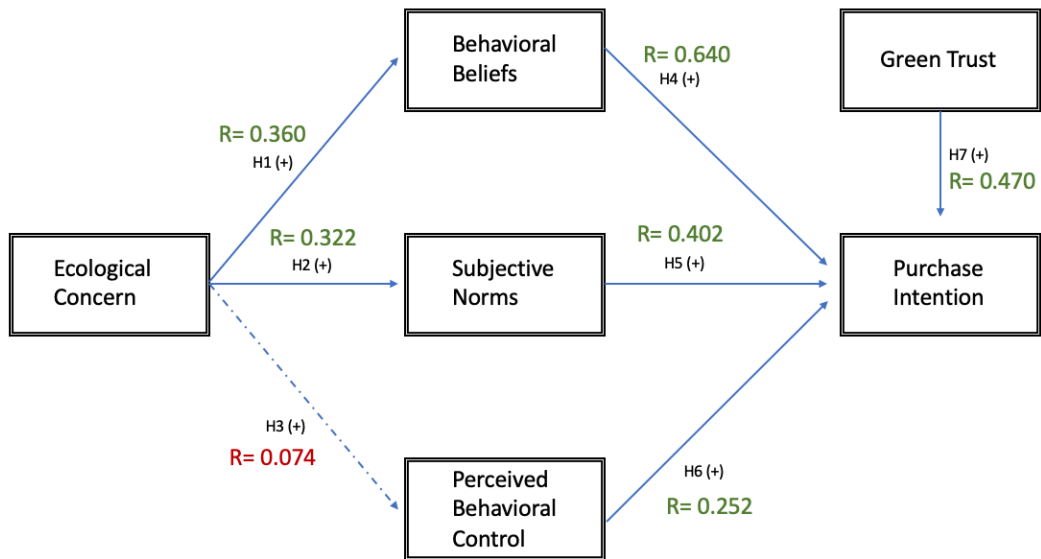


Figure 15 Revised Research Model

## **4. CONCLUSION**

### **4.1 Summary of Findings**

The aim of the research is investigating the relationship between personal environmental concern and green trust factors by using The Theory of Planned Behavior framework in eco-friendly apparel purchase intention phase. The research model has been built with using The Theory of Planned Behavior with ecological concern and green trust additions. Seven hypotheses were established to find potential relationships between the defined constructs in the research model. Except one, all hypotheses have been found statistically acceptable.

Subsequently the statistical analysis been completed it can be said that research model has completed its duty with success, six out of seven hypotheses were confirmed and accepted with the statistical analysis. Hypothesis 3, which represents the positive and significant relationship between ecological concern and perceived behavioral control has been identified insignificant after the statistical analysis with the low ratios. The explanatory power of environmental concern on behavioral beliefs and subjective norms calculated and identified as weak due to statistical analysis results. Behavioral beliefs have strong explanatory power on purchase intention but subjective norms calculated moderate and perceived behavioral control seen weak for explanatory power due to analysis results. According to statistical analysis results green trust has a moderate explanatory power on purchase intention.

## **4.2 Limitations and Further Research**

In this research there is no questions asked about participants' children and their apparel acquisition process. A future research might be focus on child apparels and customers' information level on eco-friendly alternatives. Eco-friendly apparel is an emerging category or an approach in apparel market but according to numbers in certification agencies' web portals, baby and child category is the fastest growing area by far in context of eco-friendly apparels. Analysing baby and child apparel acquisition process can enlight adult eco-friendly apparels marketing studies.

In this research we do not include any brand names or categories. In a further research it could be useful that adding already existing giant and local textile companies into research survey and participants could assess their brand image and green marketing claims. Also greenwashing concept can be added into research model to analyze consumers' evaluation on green marketing efforts of listed brands which could be local or international.

Cultural background did not been analyzed in this research in context of effect eco-friendly apparel buying intention. As known, Turkey can be considered as cultural bridge across continents, civilizations, religions and many more cultural assets. All that factors are forming the population and, in many perspectives, it can be said that there is not cultural homogeneity. Cultural dimentions and participants' background can be evaluated and categorized in order to understand attitude on eco-friendly apparel acquisition.

Apparels are not only product which claims being a better consumption option in order to protect nature during the processes as farming, manufacturing, handling and disposal. Eco-friendly products can be found in diverse areas such as foods, cleaning chemicals, dyes, cosmetics products, furnitures, printed materials and also even electric vehicles can be considered as eco-friendly in context of being not petrol powered. Participants has not been asked about previous eco-friendly product consumption or acquisition. Understanding perceptions in other eco-friendly product areas may enlight eco-friendly apparel marketing studies.

### **4.3 Managerial Implications**

Analysis results shows that female participants are more likely to have more ecological concerns comparably male participants and their trust on brands' green and eco-friendly claims. Furthermore, female participants show more interest about having an intention to buy eco-friendly apparels than male participants. As known, eco-friendly apparel is an emerging trend and approach in textile industry. As just mentioned, this research findings supports that females are more likely to buy eco-friendly apparels for themselves and family members and recommend eco-friendly apparels to the other people. Females can be seen as starting point for spreading out the idea of wearing and preferring eco-friendly apparels. There is no differentiation has been found in age groups comparison but there is an uncertainty been identified in context of affordability. Due to that it could be better strategy to target working womans to avoid mispositioning in the market.

Both groups do not show buying intention for society approval. This situation can be understood in two way; customers does not want to show off their pro-environmental attitude with eco-friendly apparel selection or the market and customers does not aware of eco-friendly apparel alternatives and their contribution on a better environment. Analysis findings support second idea which mentioned above. Most of the survey participants does not sure about if they can afford the eco-friendly apparels, either where they can buy them and if they can have enough time to find eco-friendly apparel alternatives. Research model proves that survey participants are aware of ecologic problems and they have a concern about it but their level of concern does not make them go for eco-friendly apparels. But on the other hand, if they have information about affordability and accessibility or prices and buying locations, research model proves that participants has purchase intention on eco-friendly apparels. To overcome this issue, the companies should be more visible in the market and promote their green efforts on transforming the industry and what they don't want in production processes. Also, the companies should make eco-friendly apparels more visible in their stores. It may be different shelving system or eye catching labeling but it seems that most of the participants does not have information about where to buy eco-friendly apparels.

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## 6. APPENDIX

### 6.1 English Survey

# A survey on eco-friendly apparels and consumer purchase intentions.

Dear participant,

Thank you for your interest in this short survey and for your time. This survey was prepared by Alper A. Yildirim for an ongoing research within the scope of the Master's Thesis in Marketing at Istanbul Bilgi University. Your answers will not be seen by third parties and your personal information will be kept confidential.

The questionnaire consists of 7 sections and a total of 44 short questions.

#### Ecological Concern

1. We are approaching the limit of the number of people the Earth can support.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

2. Humans have the right to modify the natural environment to suit their needs.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

3. When humans interfere with nature it often produces disastrous consequences.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

4. Human ingenuity will insure that we do not make the Earth unlivable.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

5. Humans are seriously abusing the environment.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

6. The Earth has plenty of natural resources if we just learn how to develop them.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

7. Plants and animals have as much right as humans to exist.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

8. The balance of nature is strong enough to cope with the impacts of modern industrial nations.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

9. Despite our special abilities, humans are still subject to the laws of nature.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

10. The so-called “ecological crisis” facing humankind has been greatly exaggerated.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

11. The Earth is like a spaceship with very limited room and resources.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

12. Humans were meant to rule over the rest of nature.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

13. The balance of nature is very delicate and easily upset.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

14. Humans will eventually learn enough about how nature works to be able to control it.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

15. If things continue on their present course, we will soon experience a major ecological catastrophe.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

## **Behavioral Beliefs**

1. I believe that choosing eco-friendly apparel products will protect nature.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

2. I believe that choosing eco-friendly apparel products is a healthier choice for myself.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

3. I believe that choosing eco-friendly apparel products will be approved by the society.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

4. I believe that choosing eco-friendly apparel products is a responsible consumer behavior.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

5. I believe that choosing eco-friendly apparel products will protect the health of agricultural and apparel industry workers.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

## **Subjective Norms**

1. For me, most people think it's good to buy eco-friendly products.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

2. Most people who are important to me think I should buy eco-friendly products.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

3. I would buy an eco-friendly product to be noticed by other people.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

## **Perceived Behavioral Norms**

1. It is right for me to prefer eco-friendly clothing products over other alternatives.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

2. I am sure that I can prefer eco-friendly apparels when compared to alternatives that do not have this sensitivity.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

3. I have enough time to buy eco-friendly apparels.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

4. I have enough money to buy eco-friendly apparels.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

5. I can reach enough points of sale to buy eco-friendly apparels.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

## **Green Trust**

1. I think the environmental commitments of eco-friendly apparel brands are reliable.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

2. I think the environmental performance of eco-friendly apparel brands is generally reliable.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

3. I think the environmental argument of eco-friendly apparel brands is generally reliable.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

4. The environmental concern of eco-friendly apparel brands meets my expectations.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

5. Eco-friendly apparel brands maintain their commitment and commitment to protecting the environment.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

### **Purchase Intention**

1. I am ready to buy eco-friendly apparel for myself.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

2. I can recommend eco-friendly apparel to other people.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

3. I am ready to buy eco-friendly apparel for my family or friends.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

4. When others talk badly about eco-friendly apparel, I am willing to defend them.

Strongly Disagree (1)      (2)      (3)      (4)      Strongly Agree (5)

### Demographic Questions

#### Gender

Male ( )                  Female ( )                  Other ( )

#### Age

18 – 25 ( )      26 - 35 ( )      36 – 45 ( )      46 – 65 ( )      65 and above ( )

#### Marital Status

Single ( )                  Married ( )

#### Educational Level

Elementary School ( )      High School ( )      Bachelor's Degree ( )

Master's Degree ( )      PhD ( )

Occupational Status

Full-time Employee ( )      Half-time Employee ( )      Unemployed / Job  
Seeker ( )

Unemployed / Housewife ( )      Unemployed / Retired ( )      Student ( )

Personal Income Level

Below 2000 TRY ( )      2000 – 3000 TRY ( )      3000 – 4500 TRY ( )

4500 – 7000 TRY ( )      Above 7000 TRY ( )

Personal Monthly Apparel Expenditure

..... TRY

## 6.2 Turkish Survey

### Ekoloji dostu giyim ürünleri ve tüketim alışkanlıkları üzerine bir anket çalışması.

\* Gerekli

#### Kısım 1 - Ekoloji ile alakalı aşağıdaki görüşlerden hangilerine katılıyorsunuz?

Bu bölümde toplam 15 soru yanıtlanmanız istenmektedir. İlgili görüşe kesinlikle katılmıyorsanız 1, kesinlikle katılıyorsanız 5 numaralı kutucuğu işaretlenemez beklenmektedir. Eğer ilgili görüş hakkında kararsızsanız 3 numaralı kutucuğu işaretleyebilirsiniz.

**1. 1. Dünya'nın kaldırabileceği insan sayısının sınırına yaklaşıyoruz.**

*Yalnızca bir şıkkı işaretleyin.*

	1	2	3	4	5	
Kesinlikle katılmıyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum

**2. 2. İnsanlar, doğal çevreyi kendi gereksinimlerine uyacak şekilde değiştirme hakkına sahiptir.**

*Yalnızca bir şıkkı işaretleyin.*

	1	2	3	4	5	
Kesinlikle katılmıyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum.

**3. 3. İnsanlar doğaya müdahale ettiğinde, genellikle feci sonuçlar doğurur.**

*Yalnızca bir şıkkı işaretleyin.*

	1	2	3	4	5	
Kesinlikle katılmıyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum.

**4. 4. İnsanların yaşama şekli, Dünya'yı yaşanmaz hale getirecektir.**

*Yalnızca bir şıkkı işaretleyin.*

	1	2	3	4	5	
Kesinlikle katılmıyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum.

**5. 5. İnsanlar çevreyi ciddi derecede istismar ediyorlar.**

*Yalnızca bir şıkkı işaretleyin.*

	1	2	3	4	5	
Kesinlikle katılmıyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum.

6. **Eğer onları nasıl geliştireceğimizi öğrenirsek, dünyanın bol miktarda doğal kaynağı vardır.**

*Yalnızca bir şıkkı işaretleyin.*

	1	2	3	4	5	
Kesinlikle katılmıyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum.

7. **Bitkiler ve hayvanlar, insanlar kadar var olma hakkına sahiptir.**

*Yalnızca bir şıkkı işaretleyin.*

	1	2	3	4	5	
Kesinlikle katılmıyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum.

8. **Doğanın dengesi, modern sanayi uluslarının çevreyi kirlenici etkileriyle baş edebilecek kadar güçlüdür.**

*Yalnızca bir şıkkı işaretleyin.*

	1	2	3	4	5	
Kesinlikle katılmıyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum.

9. **Gelişmiş teknoloji ve imkanlarımıza rağmen, insanlar hala doğa yasalarına tabidir.**

*Yalnızca bir şıkkı işaretleyin.*

	1	2	3	4	5	
Kesinlikle katılmıyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum.

10. **İnsanoğlunun karşılaştığı "ekolojik kriz" denilen şey çok abartılmıştır.**

*Yalnızca bir şıkkı işaretleyin.*

	1	2	3	4	5	
Kesinlikle katılmıyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum.

11. **Dünya çok sınırlı oda ve kaynakları olan bir uzay gemisi gibidir.**

*Yalnızca bir şıkkı işaretleyin.*

	1	2	3	4	5	
Kesinlikle katılmıyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum.

12. **Doğanın geri kalanına hükmetmek insanların hakkıdır.**

*Yalnızca bir şıkkı işaretleyin.*

	1	2	3	4	5	
Kesinlikle katılmıyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum.

13. **Doğanın dengesi çok hassastır ve kolayca bozular.**

*Yalnızca bir şıkkı işaretleyin.*

	1	2	3	4	5	
Kesinlikle katılmıyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum.

14. **İnsanlar en sonunda doğayı kontrol etmek için doğanın dengesinin nasıl işlediğini öğrenecektir.**

*Yalnızca bir şıkkı işaretleyin.*

	1	2	3	4	5	
Kesinlikle katılmıyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum.

15. **Her şey bugünkü seyrinde devam ederse, yakında büyük bir ekolojik felaket yaşayacağız.**

*Yalnızca bir şıkkı işaretleyin.*

	1	2	3	4	5	
Kesinlikle katılmıyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum.

## **Kısım 2 - Ekoloji dostu giyim ürünleri hakkındaki aşağıdaki yargılara katılıyor musunuz?**

Bu bölümde toplam 5 soru yanıtamanız istenmektedir. İlgili görüşe kesinlikle katılmıyorsanız 1, kesinlikle katılıyorsanız 5 numaralı kutucuğu işaretlenemiz beklenmektedir. Eğer ilgili görüş hakkında kararsızsanız 3 numaralı kutucuğu işaretleyebilirsiniz.

16. **1. Ekoloji dostu giyim ürünleri tercih etmenin doğayı koruyacağına inanıyorum.**

*Yalnızca bir şıkkı işaretleyin.*

	1	2	3	4	5	
Kesinlikle katılmıyorum .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum.

17. **2. Ekoloji dostu giyim ürünleri tercih etmenin kendim için daha sağlıklı bir seçim olduğuna inanıyorum.**

*Yalnızca bir şıkkı işaretleyin.*

	1	2	3	4	5	
Kesinlikle katılmıyorum .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum.

18. **3. Ekoloji dostu giyim ürünleri tercih etmenin toplum tarafından onay göreceğine inanıyorum.**

*Yalnızca bir şıkkı işaretleyin.*

	1	2	3	4	5	
Kesinlikle katılmıyorum .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum.

19. **4. Ekoloji dostu giyim ürünleri tercih etmenin bir sorumlu tüketici davranışı olduğuna inanıyorum.**

*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum .      Kesinlikle katılıyorum.

20. **5. Ekoloji dostu giyim ürünleri tercih etmenin tarım ve konfeksiyon işçilerinin sağlıklarını koruyacağına inanıyorum.**

*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum .      Kesinlikle katılıyorum.

### **Kısım 3 - Ekoloji dostu giyim ürünleri alırken aşağıdaki görüşlere hangi oranda katılıyorsunuz?**

Bu bölümde toplam 5 soru yanıtlamanız istenmektedir. İlgili görüşe kesinlikle katılmıyorsanız 1, kesinlikle katılıyorsanız 5 numaralı kutucuğu işaretlenemez beklenmektedir. Eğer ilgili görüş hakkında kararsızsanız 3 numaralı kutucuğu işaretleyebilirsiniz.

21. **1. Ekoloji dostu olan giyim ürünlerini, diğer alternatiflere karşı tercih etmek tam olarak bana göredir.**

*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum .      Kesinlikle katılıyorum .

22. **2. Eminim ki istediğim takdirde ekoloji dostu giyim ürünlerini, bu hassasiyete sahip olmayan alternatiflere kıyasla tercih edebilirim.**

*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum .      Kesinlikle katılıyorum .

23. **3. Ekoloji dostu giyim ürünlerini satın almak için yeterli zamana sahibim.**

*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum .      Kesinlikle katılıyorum .

24. **4. Ekoloji dostu giyim ürünlerini satın almak için yeterli paraya sahibim.**

*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum .      Kesinlikle katılıyorum .

25. **5. Ekoloji dostu giyim ürünlerini satın almak için yeterince satış noktasına ulaşabiliyorum.**  
*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum .      Kesinlikle katılıyorum .

#### **Kısım 4 - Sizce ekoloji dostu ürün satın almak aşağıdaki yargılarla nasıl açıklanabilir?**

Bu bölümde toplam 3 soru yanıtamanız istenmektedir. İlgili görüşe kesinlikle katılmıyorsanız 1, kesinlikle katılıyorsanız 5 numaralı kutucuğu işaretlenemez beklenmektedir. Eğer ilgili görüş hakkında kararsızsanız 3 numaralı kutucuğu işaretleyebilirsiniz.

26. **1. Benim için önemli olan çoğu insan ekoloji dostu ürünler satın almanın iyi olduğunu düşünüyor.**

*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum.      Kesinlikle katılıyorum.

27. **2. Benim için önemli olan çoğu insan, ekoloji dostu ürünler almam gerektiğini düşünüyor.**  
*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum.      Kesinlikle katılıyorum.

28. **3. Diğer insanlar tarafından fark edilmek için ekoloji dostu bir ürün alırdım.**  
*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum.      Kesinlikle katılıyorum.

#### **Kısım 5 - Ekoloji dostu giyim markalarının güven seviyelerini nasıl değerlendirirdiniz?**

Bu bölümde toplam 5 soru yanıtamanız istenmektedir. İlgili görüşe kesinlikle katılmıyorsanız 1, kesinlikle katılıyorsanız 5 numaralı kutucuğu işaretlenemez beklenmektedir. Eğer ilgili görüş hakkında kararsızsanız 3 numaralı kutucuğu işaretleyebilirsiniz.

29. **1. Ekoloji dostu giyim markalarının çevresel taahhütlerinin güvenilir olduğunu düşünüyorum**

*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum .      Kesinlikle katılıyorum .

30. **2. Ekoloji dostu giyim markalarının çevresel performansının genellikle güvenilir olduğunu düşünüyorum**

*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum .      Kesinlikle katılıyorum .

31. **3. Ekoloji dostu giyim markalarının çevresel argümanının genellikle güvenilir olduğunu düşünüyorum**

*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum .      Kesinlikle katılıyorum .

32. **4. Ekoloji dostu giyim markalarının çevresel kaygısı beklentilerimi karşılar**

*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum .      Kesinlikle katılıyorum .

33. **5. Ekoloji dostu giyim markaları, çevreyi korumaya dair taahhüt ve bağlılıklarını korur.**

*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum .      Kesinlikle katılıyorum .

## Kısım 6 - Ekoloji dostu giyim ürünlerini satın alma yöneliminizi nasıl açıklarsınız?

Bu bölümde toplam 4 soru yanıtlamanız istenmektedir. İlgili görüşe kesinlikle katılmıyorsanız 1, kesinlikle katılıyorsanız 5 numaralı kutucuğu işaretlenemez beklenmektedir. Eğer ilgili görüş hakkında kararsızsanız 3 numaralı kutucuğu işaretleyebilirsiniz.

34. **1. Ekoloji dostu bir giyim ürününü kendim için almaya hazırım.**

*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum.      Kesinlikle katılıyorum.

35. **2. Ekoloji dostu bir giyim ürününü diğer insanlara önerebilirim.**

*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum.      Kesinlikle katılıyorum.

**36. 3. Ailem için ekolojik dostu bir giyim ürününü almaya hazırım.**

*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum.      Kesinlikle katılıyorum.

**37. 4. Başkaları ekolojik dostu giyim ürünleri hakkında kötü konuştuklarında, bu ürünleri savunmaya istekli olurum.**

*Yalnızca bir şıkkı işaretleyin.*

1 2 3 4 5

Kesinlikle katılmıyorum.      Kesinlikle katılıyorum.

## Kısım 7 - Demografik Sorular

Bu bölümde size 7 adet demografik soru yönelilecektir.

**38. 1. Cinsiyetiniz \***

*Yalnızca bir şıkkı işaretleyin.*

- Kadın  
 Erkek  
 Belirtmek istemiyorum.

**39. 2. Yaşınız \***

*Yalnızca bir şıkkı işaretleyin.*

- 18 - 25  
 26 - 35  
 36 - 45  
 46 - 65  
 65 ve üzeri

**40. 3. Medeni haliniz \***

*Yalnızca bir şıkkı işaretleyin.*

- Evli  
 Bekar

**41. 4. Eğitim Seviyeniz \***

*Yalnızca bir şıkkı işaretleyin.*

- İlköğretim  
 Lise  
 Üniversite  
 Lisansüstü  
 Doktora

**42. 5. Çalışma Durumunuz \***

*Yalnızca bir şıkkı işaretleyin.*

- Tam zamanlı çalışıyorum  
 Yarı zamanlı çalışıyorum  
 Çalışmıyorum (İş arıyorum)  
 Çalışmıyorum (Ev kadınıyım)  
 Çalışmıyorum (Emekliyim)  
 Öğrenciyim

**43. 6. Kişisel gelir düzeyiniz \***

*Yalnızca bir şıkkı işaretleyin.*

- 2000 TL altı  
 2000 - 3000 TL  
 3000 - 4500 TL  
 4500 - 7000 TL  
 7000 TL üzeri

**44. 7. Ortalama aylık giyim harcamanız kaç TL'dir? \***

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