

## Artículo de investigación

## Consumer attitude and purchase intention towards organic textile products

Actitud del consumidor e intención de compra hacia productos textiles orgánicos  
 Atitude do consumidor e intenção de compra em relação a produtos têxteis orgânicos

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### Abstract

Social mobilization towards various environmental problems changed the consumer's attitudes and induced purchase decisions towards Organic Textile products. The main purpose of the current study was to understand consumer attitudes towards the purchase intentions of green textile products in developing countries like Pakistan. The model was developed by using the theory of planned behaviour and further attempt to extend the TPB by adding additional constructs (environmental concern, personal norms, health consciousness, and consumer knowledge). Data were collected through emails and self-administered survey questionnaire. Smart PLS 3 was used for data analysis. The findings of the study reveal that Health Consciousness, consumer knowledge, environmental concern and personal norms had a positive relationship with consumer attitude. But Subjective Norms had insignificant impact on consumer attitude. On the other hand Consumer attitude mediates the effect of different factors (IV) on purchase intention (DV). Ultimately, positive consumer attitude resulted in to purchase intention of textile organic products. The findings of the current study provide important practical and theoretical implications

### Resumen

La movilización social para los diferentes problemas cambió el consumidor de las actitudes y las necesidades de compra de la demanda hacia los productos textiles. El principal propósito del estudio actual fue el de consumir las actitudes relativas a la compra de intenciones de productos del verde productos en países de transición similares. El modelo se desarrolló utilizando la teoría de comportamiento de comportamiento y se ha intentado que se extienda el TPB por agregar construcciones adicionales (aspectos relativos a la seguridad, el comportamiento de las personas, el conocimiento de la conciencia, y el consumidor). Los datos fueron recabados por correo electrónico y auto-encuesta cuestionario. Smart PLS 3 se utilizó para el análisis de datos. Los resultados del estudio revelan que el bienestar de la salud, el consumidor de los consumidores, la atención de la salud y la personalidad de los miembros de la familia. But Subjective Norms había insignificante impacto en la industria de consumo. En la otra mano de atención al consumidor actúa el efecto de diferentes factores (IV) en la demanda (DV). Ultimately, la respuesta positiva de la actitud de la conducta en la compra de los productos de los productos del producto. Los resultados del presente estudio

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for buyer's behaviors towards green textile products.

**Keywords:** Consumer Attitude, Organic Textile Products, Health Consciousness, Environmental Concern, Consumer Knowledge, Subjective Norms, Personal Norms and Consumer Purchase Intention.

proporcionan un importante sentido práctico y las razones para los comportamientos de los consumidores para los productos del verde.

**Palabras claves:** Consumer Attitude, Organic Textile Products, Health Consciousness, Environmental Concern, Consumer Knowledge, Subjective Norms, Personal Normas y Consumo de consumo.

## Resumo

A mobilização social para vários problemas ambientais mudou as atitudes do consumidor e induziu decisões de compra em relação aos produtos têxteis orgânicos. O principal objetivo do presente estudo foi entender as atitudes do consumidor em relação às intenções de compra de produtos têxteis verdes em países em desenvolvimento como o Paquistão. O modelo foi desenvolvido usando a teoria do comportamento planejado e mais uma tentativa de estender o TPB, adicionando construtos adicionais (preocupação ambiental, normas pessoais, consciência de saúde e conhecimento do consumidor). Os dados foram coletados por meio de e-mails e questionário de pesquisa autoaplicável. O Smart PLS 3 foi usado para análise de dados. Os achados do estudo revelam que a Consciência em Saúde, a consciência do consumidor, a preocupação ambiental e as normas pessoais tiveram uma relação positiva com a atitude do consumidor. Mas as Normas Subjetivas tiveram um impacto insignificante na atitude do consumidor. Por outro lado, a atitude do consumidor medeia o efeito de diferentes fatores (IV) na intenção de compra (DV). Em última análise, a atitude positiva do consumidor resultou na intenção de compra de produtos orgânicos têxteis. As conclusões do presente estudo fornecem importantes implicações práticas e teóricas para o comportamento do comprador em relação a produtos têxteis verdes.

**Palavras-chave:** Atitude do Consumidor, Produtos Têxteis Orgânicos, Consciência em Saúde, Preocupação Ambiental, Conhecimento do Consumidor, Normas Subjetivas, Normas Pessoais e Intenção de Compra ao Consumidor.

## Introduction

Organic products can be perceived as eco-products, which consider a better health and the quality concern attitude of life (Fotopoulos & Krystallis, 2002). Recent study by Rejikumar captured the emergence of green consumers and increasing preferences for the products as "emergence of green that is a very dominant driver for purchasing and is also an important differentiator of brands that communicate to the customer for desirable buying behaviour.

Now, a number of product categories are available in organic versions like personal care products, clothing and foods (Jonasz et al, 2009). Consumers have a favorable attitude for purchasing that products which they perceived as beneficial in all aspects. To protect the environment, various kinds of behaviors can be opted and the purchase of green products is one of them. The human concern is increasing day by day towards the natural environment and consumers want to buy green textile products.

Market for the organic textile product is increasing day by day globally, the Sale of the items which are manufactured by using organic cotton has increased in 2006. Cotton fiber is used almost fifty percent in the manufacturing of textile products over the entire world. The Demand of Organic Cotton is also growing for a last few years. Now the global community is more aware about the environment and the demand for organic textile products is increasing. The products made from the organically grown cotton fibers have great market diffusion in the developed market such as USA, UK, Japan, Germany and Switzerland. The biggest market for organic cotton is in Europe and USA. In developed countries, retailers are showing their attention towards organic products to enhance their market share. As per the analysis of 128 respondents on environmental behaviour the relationship between the interest in organic textile products and demographic variables was not established (Hines et al, 1987). Previously,

many researchers studied the consumer behaviour towards Organic personal care products and textile, organic products (Aertsens et al, 2009). Literature tell us the underlying reasons of the positive attitude of consumers relating to emerging product range of organic products (Cheah & Phau, 2011; Tsakiridou et al, 2008; Abraham, 2011; Koh et al, 2014). Only few studies available on organic clothing purchase behaviour. The organic apparel market is growing every year as consumers, whose appetites have been stimulated with organic foods, are seeking to expand their organic lifestyle.

The adverse impact of environmental issues on consumer health have become a burning issue among researchers (Haytko & Matulich, 2008). Attitude of consumers related to the purchase of a product is closely linked to its perception of the benefits that are related with the product (Alhakami & Slovic, 1994). In Pakistan the organic textile industry focused on exporting products instead of selling to the local or national market. The standards for organic textile items are developing consistently over the last several decades. Organic cotton as comparing to conventional cotton, is being cultivated by procedures that are unrestricted from the artificial chemicals inputs which consist of herbicides, pesticides and fertilizers chemicals (Myers & Stolton, 1999). The companies which are producing the blended organic cotton products use only three to ten percent of organic cotton and blending allow spreading the overall available quantity of organic fibre and allowing slow future expansion without using 100% cotton as natural fibre (Boone, 1999).

Therefore the present study has used the theory of planned behaviour (TPB) and further extent the TPB by adding 4 additional variables (environmental concern, personal norms, health consciousness, and consumer knowledge) as the antecedent of purchase intention for organic textile products. The core objective of this research is to consider textile consumers who are showing their interest in purchasing eco-friendly organic textile Products. Previous studies which have used TPB for eco-friendly purchase intention neglected the important variables such as environmental concern, health consciousness, consumer knowledge, personal norms which are important while making decisions about purchase of green textile products. Understanding the consumer attitude

and beliefs about the organic textile products are beneficial for textile manufacturer as well as organization which are growing organic cotton in the prospects of targeted health conscious market. Although identify the demand for organic textile products and purchase intention of the consumer. Therefore the present study aims to identify different factors effecting on the purchase intention toward green products. Understanding of consumer attitude and purchase intention toward green products will help policy makers to develop sustainable marketing strategies to target specific group.

### Literature Review

For the purpose of measuring attitudes of consumers towards the organic textile products because previous studies found that TPB is the most suitable theory for measuring the consumer attitude (Aertsens et al, 2009). This is a theory which is widely used in measuring attitude. It uses expectancy model which is mostly used for explaining and measuring the human behaviour. Usually the consumers behaviours leads towards purchase intention is formed from subjective norms, behaviour and personal attitude for controlling the behaviour (Dean et al, 2008). The concept of controlled behavior is shaped by expected occurrence of problem which can assist or resist the consumers behaviour. In fact the control of behavior refers to the context in which individual has resources, services which is necessary to show specific behaviour. The actual behaviour is resulting from the consumer attitudes, but it is facilitated to proposed behaviour control (Ajzen, 1991).

### Consumer Attitude

The consumer's attitude is described as a psychosomatic route of assessing an exact thing with kindness or discredit (Eagly & Chaiken, 2007). The attitude may be supposed in a stable way of sensitive when it is bearing for a long time period. It is inclusive of the valuation of the products which is described to proceed or not. Consumer attitude created through practices might be changed with the availability of new practices (Ajzen, 2001). The attitude of consumer and his liking towards the purchase of any particular item is based upon the prospects and beliefs that convinced a certain performance (Ajzen, 1991)

## Consumer Attitude towards Organic Textile Products

In different studies the consumer attitude has investigated in different ways, such as in china the sustainability of consumption (Chan, 2001), China apparel consumption (Shen et al, 2003), the consumption of organic apparels in china (Hustvedt & Dickson, 2006). All these studies have found that attitude is an important predictor of purchase intention while dealing with the consumption of organic apparel. These studies are linked with the consumption of organic textile products in Pakistan.

### Factors Influencing Consumer Attitude towards the Purchase of Organic Textile Products

This study discuss the factors effecting consumer attitude towards the purchase intention of textile products made from organic fiber.

- **Health Consciousness:** Consumers incline towards wearing organic cotton apparel due to the health benefits of organic products, despite of that rare literature available on the consumption of conventional cotton fabric which has traces of the pesticide residues which may be harmful. (Hustvedt & Dickson, 2009). A study conducted in Korean consumers show more anxieties with their health because their health is seriously vulnerable by their environmental pollution, which also found that pollution is produced by agricultural chemicals. For instance, they are considering that current rates allergies and diseases are due to agricultural chemicals.

Although, Korean consumers become more health conscious with the development of their economy which has given them financial resources to perform this behaviour. So, this trend may lead the positive consumer attitudes towards the purchase of organic cotton apparel.

**H1:** The more health sensitive consumers are, the more positive attitude is towards the organic textile products

- **Consumer knowledge:** The knowledge of consumer has a positive impact on his attitude towards the purchase of organic textile products (Padel & Foster, 2005; Chrysochoidis, 2000). Another study discuss that the consumer knowledge about the environment is linked with consumer attitude and behavioral pattern which show environmental concern (Ellen et al., 1991;

Kim and Damhorst, 1998; Chan, 2001; Lee, 2011). The consumers have more knowledge about the environment tend to show greater environment concern. This Consumer increased level of concern will lead consumer to consider environmental attributes of products at the time of purchase (Kim and Damhorst, 1998). Scholars also discuss that consumers with greater environmental knowledge do efforts to solve environmental problems than those with lesser environmental knowledge (Ellen et al., 1991). In other words, knowledge has been conceptualized as an excessively broad idea that includes environmental information and ecological knowledge related to, for example, energy saving, renewable energy, hybrid technology, recycling and pollution (Chan, 2001; Lee, 2011). According to this following hypothesis was developed.

**H2:** The more aware (knowledge, experience and informative) consumers are, the more positive attitude is towards organic textile product

- **Environmental Concern:** The environmental behaviour consists on consumer actions threateing the natural environment, it may be the utilization of the resources relevant to the environment. The addition of scepticism in the study measure the consumer intention toward the purchase of textile products previously for American organic consumer (Hustvedt & Dickson, 2006). They found that scepticism is an insignificant predictor of purchase intention toward organic textile products. The consumers of organic cotton apparel known by social and processing claims that can be affected by a number of attitudes and beliefs. If this is framed as an environmental concern, then this concern of the environment can be an important psychographic variable. Environmental concern defined as "The possession of a concern for the eco-sphere itself or over the degradation of the eco-sphere created by human-being (Dunlap & Jones, 2002). Dunlap and Jones, define environmental concern as "Environmental concern refers to the degree to which people are aware of problems regarding the environment and support efforts to solve them or indicate a willingness to contribute personally to their solution". Environmental concern may be measured at the least specific or the most general levels, Concern for the environment can be measured at the most general (least specific) levels, where it looks like an ideology. On the

basis of literature review following hypothesis were developed.

**H3:** The more environment friendly consumers show positive attitude for the purchase of organic textile products.

- **Personal Norms:** Personal norms are beliefs of an individual that's behave in such a confident manner which might be correct or incorrect (Schwartz, 1973). Previous researches show that personal norms influence the consumer attitude more positively toward the selection of organic and inorganic textile products. also found that including self-identity along with the variables of the theory of planned behavior and personal norm of perceived ethical obligation in their survey of ethical consumers slightly improved the ability of the model to predict the purchase intention of organic products. Following hypothesis was developed on the basis of literature review.

**H4:** The consumers consider more themselves that organic textile products are good, the consumer attitude is more positive toward the organic textile products.

- **Subjective Norms:** Subjective norms mean that some important other persons in the world think that individual must involve in a specific behaviour and the inspiration of individual fulfill the other persons thinking (Ajzen & Fishben, 1980). Likelihood in concept of consumer attitude, consistency has been ever safe by including one extra variance product (Hustvedt & Dickson, 2006). In consumer attitude, subjective norms are restrained in numerous ways in the following relevant researches: Supportable consumption in China (Kang et.al, 2013), Clothing purchases in Chinese markets (Shen et al., 2003), Organic textile products, purchasing internationally (Hustvedt & Dickson, 2006).

**H5:** The more publics around the consumer consider that organic textile products are good, the consumer's attitude is more positive for organic textile products.

#### Consumer Attitude and Purchase Intention

According to the theory of planned behaviour the behavioral intention is considered as dependent variable and numerous items has been used previously for the measurement of that variable. (Shen et al., 2003). Studies on

socially responsible consumer behavior have strongly supported the positive association between attitude and purchase intention in various sectors, such as organic food green hotels (Han, 2014), and environmentally friendly apparel (Kang et al, 2013). The strong and positive association between attitude and purchase intention has also been supported by Korean consumers. A study by Wesleya, Lee, and Kim's discuss that green purchase behaviour of Korean consumers' was greatly influenced by the attitude toward the purchase (Wesleya et al, 2012). Attitude of consumer towards the purchase of a product is closely link to its perceived benefits of product (Alhakami & Slovic, 1994). Consumers have favourable attitude for purchasing organic textile products which they perceived as beneficial for their health. Few studies suggested that the consumers concerns and belief about environment lead towards the purchase of more eco-friendly or organic textile products (Hustvedt & Dickson, 2009).

Shen use three items which were adapted from Ajezen & Fishbein, to measure the purchase intention of Chinese respondents toward the purchase of organic products. Despite of the mixed findings, the attitude must be explored as a mediator between factors and purchase intention. Literature predicts that the consumer attitude toward organic products which is one of the predictor of purchase intention and it is determined through health consciousness, environmental concern and subjective norms, personal norms, consumer knowledge. Based upon the above discussion, following hypothesis were developed (Shen et al, 2003; Ajezen & Fishbein, 1980)

**H6:** consumer attitude has a positive relationship with the purchase intention of organic products.

**H7:** consumer attitude mediates the relationship between health consciousness and purchase intention.

**H8:** consumer attitude mediates the relationship between Consumer Knowledge and purchase intention.

**H9:** consumer attitude mediates the relationship between environmental concern and purchase intention.

**H10:** consumer attitude mediates the relationship between Personal Norms and purchase intention.

**H11:** consumer attitude mediates the relationship between Subjective Norms and purchase intention.

## Research Methodology

In management research two major research approaches are used which is a qualitative and quantitative approach. This study use quantitative approach. Primary data was collected through survey questionnaire. The Data was collected from consumers and university students. The data were collected from 198 respondent.

- **Measure:** This study used already developed questionnaire and adapted from previous studies. Some of the items were modified according to study requirement. To measure the consumer attitude measures was adapted from Li and the same measure was used by Varshneya (Li et al, 2014; Varshneya et al, 2017). To measure the health consciousness of consumers towards organic textile products study adopt the measure of Han T.I, (Han, 2014). To measure consumer Knowledge, environmental concern, Personal norms and subjective norms used Yang (Yang et al, 2014). To measure the consumer attitude study adapt the measure from Li and used by Varshneya (Li et al, 2014; Varshneya et

al, 2017). This study used 5 points Liker Scale to measure responses.

## Data Analysis Method

In this study distribution analysis was done by using SPSS, which consist of Age, Gender, Marital Status, Monthly Income, Qualification and Occupation. The core aim of the research was to measure the relationship between factors affecting attitude that lead to purchase of organic textile product. For measuring this relationship Smart-PSL is used.

- **Reliability and Validity Analysis:** Measurement model was examined through reliability and validity (Hair et al., 2014). The factor loading, CR, AVE and cronbach's Alpha. In table no. 3 factor loading of all items are more than 0.70, AVE is more than 0.50, and Composite Reliability (CR) is more than 0.70 and values of cronbach's alpha is more than 0.70. which shows that all the values meet the acceptable criteria so the model is reliable and valid.

Table I. Reliability and validity

First order constructs	Item	Loading	AVE	CR	Cronbach's Alpha
Attitude	ATOP1	0.704	0.649	0.846	0.728
	ATOP2	0.900			
	ATOP3	0.800			
Health Consciousness	HC1	0.959	0.599	0.734	0.831
	HC3	0.725			
Consumer Knowledge	CK1	0.846	0.587	0.738	0.751
	CK2	0.776			
Environmental Concern	EC1	0.834	0.698	0.822	0.798
	EC3	0.837			

Personal Norms	PN1	0.873	0.593	0.740	0.869
	PN2	0.765			
Subjective Norms	SN1	0.863	0.596	0.751	0.859
	SN2	0.862			
Purchase Intention	PIOP1	0.864	0.605	0.735	0.959
	PIOP2	0.715			
	PIOP3	0.895			

Note: Here ATOP is attitude, CK is consumer knowledge, EC is environment concern, HC is health consciousness, PN is Personal Norms and PIOP is purchase intention and SN is subjective norms.

To check the validity of model this study use Discriminant validity test was used. discriminant validity was checked through Fornell-Larcker Criterion (1981). Table no. 3 shows that square

root of AVE construct which is greater than correlation between other construct. So, it shows that condition is satisfied and valid.

Table 2. Discriminant validity

	Attitude	CK	EC	HC	PN	PI	SN
Attitude	0.772						
Consumer Knowledge	0.404	0.642					
Environmental Concern	0.383	0.318	0.749				
Health Consciousness	0.258	0.441	0.417	0.701			
Personal Norms	0.325	0.804	0.318	0.761	0.682		
Purchase Intention	0.404	0.830	0.304	0.479	0.769	0.639	
Subjective Norms	0.261	0.412	0.493	0.519	0.435	0.494	0.728

Note: Here CK is consumer knowledge, EC is environment concern, HC is health consciousness, PN is Personal Norms and PI is purchase intention and SN is subjective norms.

- **Structural model evaluation:** The structural model or inner model is evaluated through the significance level, t values and path co-efficient and R square (R Square) (Hair et al., 2014).

Bootstrapping test is used for this purpose with 5000 sample size.

Table 3. Evaluation of structural model I

Hypothesis	Path Coefficient	SD	t-value	p-value	Decision
HC -> Attitude	0.161	0.059	1.975	0.044	Supported
CK -> Attitude	0.141	0.119	1.189	0.034	Supported
EC -> Attitude	0.191	0.068	2.782	0.006	Supported
PN-> Attitude	0.198	0.096	1.963	0.048	Supported
SN -> Attitude	0.012	0.111	0.113	0.911	Rejected
Attitude->PI	0.378	0.101	6.285	0.000	Supported

Note: Here CK is consumer knowledge, EC is environment concern, HC is health consciousness, PN is Personal Norms and PI is purchase intention and SN is subjective norms.

This table shows the significance between attitude (dependent variable) and factors affecting the attitude (independent variable). In table no. 5 Beta value (Path Co-efficient) shows the relationship between dependent and independent variable. The more the value of the beta is, the more positive relationship will be between variable. In table no. 5 beta value of health consciousness is 0.161 which mean health consciousness has 16.10 % impact on the consumer attitude and its value of significance is .044 which is less than .10 so it is significant. Beta value of consumer knowledge is 0.141 which mean consumer knowledge has 14.10 % impact on the consumer attitude and its value of significance is 0.034 which is less than 0.05 so it's significant. Beta value of environmental concern

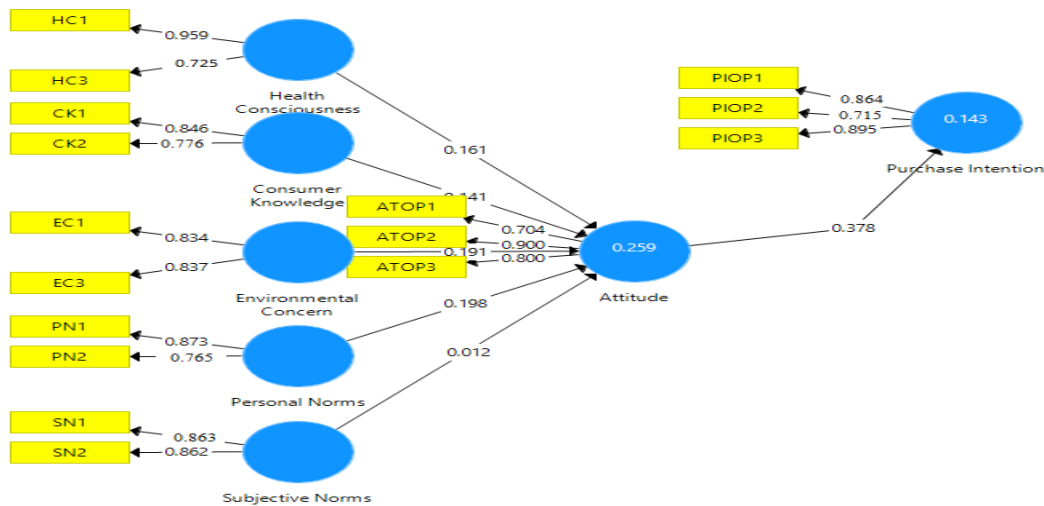
is 0.191 which mean it have only 19.10 % impact on attitude and its value of significance is 0.006 which is less than 0.1 so it's significant. Beta value of personal norms is 0.198 which mean personal norms have only 19.80 % impact on attitude and its significant because value 0.048 which is less than 0.1. Beta value of subjective norm is 0.012 which means that subjective norms have only 1.2% impact on the consumer attitude and it is insignificant because its value is 0.911 which is greater than 0.05. Beta value of attitude on purchase intention is 0.378 which mean consumer attitude has impact on purchase intention at 37.80 % and it is significant at the level of .000 which is less than .01 so it's highly significant.

Table 4. Evaluation of structural model 2

Predictor construct	Target Construct	R Squared	Adj. R Sq.	Predictive accuracy
HC, CK,EC,PN,SN	Attitude	0.259	0.240	Significant
Attitude	Purchase Intention	0.143	0.138	Significant

Notes: Here CK is consumer knowledge, EC is environment concern, HC is health consciousness, PN is Personal Norms.





In table no. 4 HC (Health Consciousness), CK (Consumer Knowledge), EC (Environmental Concern), PN (Personal Norms) and SN (Subjective Norms) are independent variables and attitude is dependent variable. Value of the adjusted R square is 0.259 and adjusted R Square value is 0.240 which means that independent variables which are factors have 24% impact on consumer attitude (dependent variable).

The value of the adjusted R square is 0.138 which means that the independent variable (attitude) has 13.80% impact on the dependent variable (Purchase Intention). The more conscious consumers about health are, and they have more positive attitude towards the organic products of textile. The hypothesis H1 is accepted because it's significant at the level of 0.044, it means that Pakistani people who are more health conscious have more a positive attitude towards the buying of organic textile products. Or we can say the more health conscious consumers show positive attitude for the purchase of products. As a result, it enables consumers to use the organic textile products. In this research the consciousness about health is considered as a factor that impacts of Pakistani consumer's attitude towards organic textile products. The more aware consumers show more positive attitude towards organic textile product. The hypothesis H2 is accepted because it is significant at the level of 0.034. Results found that concluded that

Pakistani consumers have low knowledge about the organic textile products. In H3, more environment friendly buyers have attitude affirmation for the textile organic products. According to the analysis, the hypothesis H3 was accepted because it's significant at the level of 0.006. As the result shown that consumers are well aware about environmental issues. They have much care about the environmental issues. As the consumers are well aware about the environmental issues so that attitude towards textile organic products will be high. The hypothesis H4 was accepted because its significance at the level of 0.048. As per the result, it is shown that personal norms have a positive impact on the attitude of Pakistani consumers. Or we can say that consumer attitude is influenced by the personal norms. The hypothesis H5 was rejected because its significance value is 0.911 which is more than 0.10. The findings show that there is no strong relationship between consumer attitude and subjective norms in perspective of textile products produced through organic process. People having a greater attitude for textile organic textile products, the more probability that will buy the organic textile products. The hypothesis H6 is accepted and the significance among the attitude and intention to buy is very high. The consumers show positive attitude for the organic textile products, the more likely they purchase the organic textile products.

Table 5. Mediation Analysis

Hypothesis	Relationship	Direct Effect	Indirect Effect	Total Effect	Result
H7	HC -> Attitude->PI	$\beta=-0.160$ $t=1.378$ P-value=0.168	$\beta=0.186$ $t=3.008$ p-value =0.003	$\beta =0.044$ $t=0.478$ P-value=0.633	Supported
H8	CK -> Attitude->PI	$\beta=0.185$ $t=2.354$ P-value=0.432	$\beta=0.172$ $t=3.867$ p-value =0.052	$\beta =0.243$ $t=1.406$ P-value=0.094	Supported
H9	EC -> Attitude->PI	$\beta=0.216$ $t=1.654$ P-value=0.168	$\beta=0.134$ $t=4.238$ p-value =0.030	$\beta =0.375$ $t=0.034$ P-value=0.633	Supported
H10	PN-> Attitude->PI	$\beta=0.332$ $t=2.120$ P-value=0.168	$\beta=0.234$ $t=4.002$ p-value =0.000	$\beta =0.453$ $t=1.043$ P-value=0.543	Supported
H11	SN -> Attitude->PI	$\beta=0.250$ $t=1.244$ P-value=0.990	$\beta=0.182$ $t=5.232$ p-value =0.042	$\beta =0.322$ $t=1.023$ P-value=0.009	Supported

Table 5 shows the mediation analysis, Hypothesis 7 describe that consumer attitude mediate the relationship between health consciousness and purchase intention. The beta value of the direct effect of health consciousness had non-significantly positive effect on purchase intention ( $\beta=0.160$   $t=1.378$   $p\text{-value}=0.168$ ) and have significant positive indirect effect on

purchase intention ( $\beta=0.186$   $t=3.008$   $p\text{-value}=0.003$ ). In H8 the consumer attitude mediates the relationship between consumer knowledge and purchase intention. Where the beta value of the direct effect of health consciousness insignificantly but positively effect the Purchase Intention ( $\beta=0.185$   $t=2.354$   $p\text{-value}=0.432$ ) and significant indirect effect on purchase

intention ( $\beta=0.172$   $t=3.867$   $p\text{-value}=0.052$ ). H9 hypothesis explain that attitude mediates the relationship between environmental concern and purchase intention. The beta value of direct effect show that environmental concern had insignificant positive effect on purchase intention ( $\beta=0.216$   $t=1.654$   $p\text{-value}=0.168$ ) and have positive significant indirect effect ( $\beta=0.134$   $t=4.238$   $P\text{-value}=0.030$ ). H10 indicate that consumer knowledge mediates the relationship between personal norms and purchase intention. The beta value of the direct effect of personal norms had non-significantly Positive effect on consumer attitude ( $\beta=0.332$   $t=2.120$   $p\text{-value}=0.168$ ) and had a significantly positive indirect effect on purchase intention ( $\beta=0.234$   $t=4.002$   $p\text{-value}=0.000$ ). H11 show that consumer attitude mediates the relationship between Subjective norms and purchase intention, the beta value of the direct effect of subjective norms had non-significantly Positive direct effect on Purchase intention ( $\beta=0.250$   $t=1.244$   $p\text{-value}=0.990$ ) and had a significantly positive indirect effect on purchase intention ( $\beta=0.182$   $t=5.232$   $p\text{-value}=0.042$ ). the finding indicate that there is full mediation because all the direct effects are insignificant and Indirect effects are significant. According to Zhao discuss that the insignificant direct effect of variables and significant indirect effect in model shows full mediation due to push and pull effect (Zhao et al, 2010)

## Discussion

In the current study, we determine the effect of attitudes, health consciousness, environmental concern, knowledge, personal norms, and subjective norms towards the purchase intention of consumers of organic textile products. Mainly, the study examined the mediating role of attitude among health consciousness, environmental concern, knowledge, personal norms, and subjective norms and purchase intention of organic textile products. The result of this study is aligned with previous studies. The findings of our studies are consistent with previous studies. Jang found that consumers getting more concerned about the environment, which indicate that this kind of concern may transfer to buying behaviour. Another study conclude that consumer were willing to support eco-friendly attitude towards textile products due to their environmental concerns (Jang et al., 2012). This is the reason of the emergence of 'Green

consumer' who are interested to the purchase of organic products that are safe for both their health and environment (Connolly & Prothero, 2003). They know that organic textile products are better for health as compared to conventional textile products. Organic textile products are produced without the use of chemicals so it gives peace of mind to consumers that there is no any synthetic chemicals or pesticides in organic textile products. The response rate was below 3 when consumer knowledge measured on likert scale, which indicate that consumers have less knowledge of organic products. Organizations producing organic textile products should start some programs to enhance the customer awareness about organic products and there positive impacts on both environment and health of consumers. Consumer knowledge is referred to as what consumers perceives, which they realize from their past experiences (Bruck, 1985). We can say that the attitude of the consumer is influenced by the knowledge of the consumer. According to Chen consumers are likely to buy environment friendly products, due to which they have positive attitudes for purchase of organic textile products (Chen, 2007). It can be described as there are many ways to look after the environment and organic textile products are one out of them. The Personal norms are linked with self-attitude and beliefs of a person to perform a certain behaviour (Schwartz, 1973) such as, we feel that we should select organic textile products, I believe that choosing organic textile products is a right decision and it increase my morality if I choose organic textile products. In this research personal norms have positive impact on the attitude of the consumer towards the organic textile products. This study has same result from the previous research of Gronhoj & Thogerson, 2012 which is stating that personal norms have a positive impact on the consumer attitude towards the organic products. Current study findings reveal that this study result are different from previous study by Sundqvist and Tarkianien that shows subjective norms have no impact on the attitude of consumer towards the purchase of textile products (Tarkiainen and Sundqvist, 2005). This study is based upon Pakistani consumer so our result are different from previous study. The Pakistani consumers do not inspired so much by others and they are not much impressed by the people who are using the organic textile products. So we can say that subjective norms does not influence on the attitude of the

consumers in the purchase of organic textile products. Finally the attitude has a great impact on the buying power of the consumer. H11 is also supported by past researches by Chen, Gronhoj and Thogerson stating that consumer attitude towards the organic products have a positive impact on their intention to purchase (Chen, 2007; Gronhoj & Thogerson, 2012). Attitude is influenced by these factors and after that attitude influence the purchase intention. The findings of our studies are consistent with previous studies. The results support that health consciousness, environmental concern, knowledge, personal norms, and subjective norms have consumer attitude towards organic products (Kang et al, 2013) and the purchase intention for them (Honkanen et al., 2006; Smith & Paladino, 2010). As the consumers are more health conscious, have more concern about the environment, personal norms, much awareness about products, the purchase intention for organic products increased in a positive way. While the attitude positively impact the purchase intention for organic textile products had been supported by the literature (Tarkiainen and Sundqvist, 2005; Gracia Royo & Magjistris, 2007; Lodorfos & Dennis, 2008).

### Conclusion

The study concluded that Pakistani consumers have a positive attitude towards the purchase of organic textile items. The Pakistani consumers show a positive attitude towards green products. The results of study suggest that it is significant for retailers to create positive consumer attitude towards organic textile products may be significant for retailers to increase the consumers' purchase intention for organic textile products. So that retailers design effective marketing strategies put emphasis on environmental safety and beauty to satisfy the potential consumers' values. The consumers are also motivated by their beliefs about the expected purchase benefits of organic textile products for themselves, the environment, and the organic industry. Retailers of organic textile products should enhance the consumers awareness regarding the health and environmental benefits of organic products. Because the findings indicate that consumers would not buy organic textile products with low knowledge. The findings show that consumers with a positive attitude will buy organic textile products. However, this study contributes to the research of consumer by providing understandings into the consumer behavior

towards organic textile products. The study also have certain limitations and suggestions for future researchers. First, only textile, organic products consumers were considered in the study, which reduce the generalizability of findings. In future studies, researchers might apply the similar research to a more heterogeneous sample in terms of the consumers' demographics and nationalities.

The results of this research are an advice for marketers in understanding the attitude of the consumer towards the organic textile products in Pakistan. It shows which factors influence the attitude of consumer and which factors can't influence the consumer attitude towards the organic textile products. It also helps the marketers to design new strategies to attract the consumers towards the organic textile products.

This research is limited to assessing consumer intention towards the purchase of organic textile products and measuring definite attitude relevant to the purchase of organic textile products. Because there may be other factors that impact the consumer attitude. Following are other limitations: There is limited time to conduct this study the sample size is limited to, conduct this study for a collection of Primary data there is geographical limitation. This study can be conducted in different sectors and countries using the qualitative method through focus group or one to one interviews. This study will beneficial for the betterment of the environment and economic enhancement efforts among policy makers, academia and industry. This study enables them to design strategies that ensure communication with consumers to promote desirable behaviour towards organic textile products.

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