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ABSTRACT

Due to growing international concern regarding issues such as climate change and global warming, consumers are becoming increasingly open to spending extra money to help in preserving their environment through less wasteful manufacturing practices. In past years the sale of environmentally friendly items, such as reusable shopping bags, mugs and non-plastic food containers has soared. The fashion industry is no exception. Despite the growing interest at home and abroad, few studies have sought to examine the factors influencing eco-friendly fashion consumers in Korea.

In particular, ecologically-friendly bags known as eco-bag is leading to the popularization of eco-fashion and has grown into the center of fashion's eco-trend(GREEN LIVING, 2014). Compared with other eco-friendly fashion products, eco-bags are spectacularly popular fashion product not merely in Korea, but internationally. Should our research be able to explain why people are so interested in purchasing eco-bags, as well as what

kind of variables significantly affect purchase intention of eco-bags, lessons-learned will be applicable in improving the standing of other eco-friendly fashion products.

So in this research paper, the purpose of this study is to explain Korean consumer's purchase intention toward eco-bag. To explain eco-bag boom, this study proposes composite model based on 'modified Theory of Planned Behavior (TPB)' allows to test environmental consciousness and 'Lee's model' that allows to test the influence of confucian cultural values. Through this composite model, reasons of eco-bag boom will be identified and the way forward of eco-friendly fashion product also can be suggested.

Google's online document service was employed to collect respondent data. Responses were collected using convenience sampling from October 15th through October to 25th, 2014. A total of 202 female consumers participated in the survey, with the final data set reduced to 187 individuals after eliminating invalid data.

The result of multi regression analysis showed four

independent variables (attitude, ethical obligation, self-identity, and group conformity) among seven independent variables (attitude, subjective norm, perceived behavioral control, ethical obligation, self-identity, face-saving, and group conformity) were positively related to purchase intention. In other words, consumers with a positive attitude toward eco-bags, high concerns about the environment and with an ethical obligation to overcome environmental issues tend to have higher purchase intentions. The result showed that only group conformity among three normative factors (subjective norm, face saving and group conformity) was positively related to attitude toward eco-bag.

This study attempts to measure what types of variables have an affect on the purchase intention of Korea women in regard to eco-bag, and to analyze its influence on each variable with revised composite model from the integration of three existing models to better understand the eco-bag trend in its entirety in Korea.

This study has meaningful implication to both the industry and consumer. Consumers who have a more positive *attitude* toward

eco-bag have a higher purchase intention toward eco-bag. Therefore, fashion marketers and retailers should improve the consumers' attitude through education of sustainable consumption to increase buying eco-fashion product. Fashion marketers and retailers need to promote environmental concern and responsibility. This study supports the idea that *ethical obligation* and *self-identity* are a powerful structure in explaining consumer behavior toward purchasing eco-bag. Accordingly, marketers and retailers should focus their attention on messages that emanate "environmental value" by encouraging eco-fashion marketing when advertising products. And *group conformity* had influence on a positive attitude toward eco-bag which is important variable of its purchase intention. So, viral marketing or advertising campaigns could be highly effective by defining the image of 'the group'.

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CHAPTER 1.

INTRODUCTION

This chapter introduces the overall contents of this thesis topic. For example, I will introduced research background, research goal and aim. Also within this chapter, the methodology has been summarized and the format of this paper has been outlined.

1.1. Research Background

As people continue to develop heightened concerns about environmental issues, goods used in our everyday lives are becoming increasingly green. Years ago, this trend was specific to the food industry, but today 'green' no longer exclusively represents organic foods. Rather, one can find 'green' products everywhere from residential and lifestyle goods to fashion products. Until a few years ago, the green movement was limited

only to those who sought out organic, natural foods and cosmetics. Although the popularity of eco-friendly products grew from a desire to eat safer and healthier food, it has matured to become an international crusade encompassing all aspects of consumption, including the transportation, cosmetic, and fashion industries (ACROFAN, 2013). Eco-friendly fashion, in particular, has become ever more irresistible, as fashion consumers are increasingly conscious of environmental issues, and have increased regulation - in some cases even voluntarily.

But eco-friendly fashion still has a long way to go. Previous studies that have researched consumer behavior toward eco-friendly fashion products have found low awareness among Korean consumers; many that know of eco-friendly fashion have no interest in purchasing. Among respondents in mentioned studies, nearly one-third stated that they 'do not know' the products well enough (Han and Jung 2009; Tack, 2005). Other reasons include: 'no interest', 'do not like the design', 'high price'. Several respondents also felt there was no difference with regular products that there was quality issues, and 'no variety in products. This means that the consumers at large believe that

'eco-fashion products' still leaves much to be desired in terms of design, quality, price, and variety (Han, et al., 2013).

Eco-friendly fashion products, previously regarded as exclusive property of the rich (as show in previous research) is becoming widely popular and available to all income levels. Recently, many fashion companies have begun launching apparel, accessories and baby products made from organic cotton, bamboo, soy and corn which are no harmful on environment and people's lives. And this seems to be a growing trend in the fashion industry. Eco-fashion, once seen as using environmentally friendly materials or mending secondhand clothing has emerged as a hot fashion trend. The formula 'eco fashion=out of style' has become a once upon a time story. These days many fashion brands meet both consumer requirements and expectations with sleek designs and environmentally friendly manufacturing methods (Asia Economic Daily, 2014).

For example, LEVI'S launched 'Water<Less Jeans' which reduce the amount of water used to make eco-friendly jeans, and allowed the conservation of 770 million liters of water. Moreover,

Levi's Waste<Less jeans features a minimum of 20% post consumer recycled content from an average of 8 plastic bottles. With these efforts, manufacturers were able to reuse over 3.5 million recycled plastic bottles during the spring of 2013 (MK fashion, 2014). H&M too, has made the transition from disposable to eco-friendly. Their conscious exclusive collections show the breadth of possibilities with sustainable materials, and their new clever care labeling encourages customers to join in the mission toward a more sustainable future for fashion. The glamorously boho edition of loosely flowing silk tops, embellished shift dresses, and color-pop separates is a far cry from the drab green-fashion stereotypes. And, with prices starting at 12.95 USD for a shirt, the wallet-friendly price point makes eco-friendly clothing a possibility for the masses (Refinery29, 2014).

In particular, ecologically-friendly bags, commonly known as eco-bags, is leading to the popularization of eco-fashion among many kinds of eco-friendly fashion products and has grown into the center of fashion's eco-trend. As the trend of eco-friendly consumption around world, it is in vogue to show-off conscious style with eco-bags rather than luxury bags among trendsetters.

Currently, the eco-bag trend has elevated itself by design through collaboration with expensive luxury brands and artists, escaping from boredom of former eco-bags (GREEN LIVING, 2014).

At first, eco-bags became in-vogue primarily because of people's desire to save the earth and ecosystem. Many celebrities also encouraged popularity by joining this green movement, and frequently appearing with eco-bags. But even as some celebrities and consumers reflect their luxurious consumer confidence even in eco-bags, the main purpose of eco-bags has degenerated. Many fashion brands are also rushing to launch eco-bags at special events; these kinds of marketing event continue to propel the 'eco-boom' in the fashion industry. Even as many luxury brands are scrambling to launch eco-bag lines in the higher price range (300 to 500 USD), many consumers do not hesitate to purchase, as these bags are relatively inexpensive compare to other luxury fashion products. Even still, no one seems to understand the nature of eco-bags and frankly, it does not seem to matter to consumers - consumers believe they can achieve environmental consciousness and improve image by buying

eco-bag luxury brands. Simply put, most consumers want to kill two birds with one stone - e.g. achieve both the traditional 'luxury' image as well as the currently vogue 'eco-friendly' image. In a market largely defined by 'achieving an image' it is not surprising that this group is incessantly growing (MK fashion, 2013).

In an industry where the traditional paradigm has always reigned supreme, one has to wonder: where has the eco-bag trend come from? Moreover, the eco-bag trend, the first of its kind, raises important questions in an industry of unsurpassed economic importance. Where has this trend come from? And, why has it emerged as so popular? Most important, what variables affect its growth, and purchase intention of consumers?

In this research thesis, I will seek to examine these questions for the purpose of explaining this fascinating trend, and the Korean consumer's purchase intention toward eco-bags. To explain the eco-bag boom, this study proposes a composite model based on a modified Theory of Planned Behavior (TPB) to test environmental consciousness and Lee's Model, which allows

one to test the influence of Confucian cultural values. This study will use seven variables. The first five variables, which are pertinent to the modified TPB, are attitude, subjective norm, perceived behavioral control, ethical obligation and self-identity. The latter two variables pertain to Lee's Model regarding Confucian consumer's purchase intention: face-saving and group conformity. Through this composite model, we will seek to identify the reasons for the eco-bag boom and how these lessons learned might help in promoting other eco-friendly fashion products.

1.2. Research Goals

In the simplest sense, the goal of our research is to explain the purchase intention of Korean consumers with respect to eco-bags. In attempting to achieve this, we chose seven variables (proposed above) that might hold importance on purchase intention of eco-bag. Details of each variable will be provided in the theoretical background chapter (Chapter 2).

The specific objectives of this study are threefold. Firstly we seek to decipher demographic characteristic for eco-bag consumers secondly we hope to assemble consumer's consumption experiences toward eco-bag and third to test what types of variables have a positive effect on consumers' eco-bag purchase intention.

1.3. Anticipated Contribution

Compared to other eco-friendly fashion products, eco-bags are a highly popular fashion product not only in Korea, but also around the world. Should our research be able to aptly explain why consumers seek to purchase eco-bags, and specifically what variables have a significant effect on the purchase intention regarding eco-bags, it will be applicable to other eco-friendly fashion products, and our hope this study may prove useful for those seeking to market similar products.

1.4. Methodology

In this research, a literature review has been conducted to provide theoretical background for the research problem, and to highlight which questions could be raised. A questionnaire was developed to answer the research questions, and the data collected via the questionnaire was analyzed in various ways. In data analysis, frequency analysis was conducted to study demographic characteristics. Factor analysis and reliability analysis using Cronbach's α coefficients were used to check internal consistency with each variable. Additionally, multi-regression analysis was conducted to see how the seven variables affect purchase intention.

1.5. Outline of the Research

This thesis is comprised of six chapters; outlines of these chapters are provided below.

In Chapter 1, provides a broad insight into the eco-bag fashion trend in Korea and highlights the importance for our research, and its usefulness. The research aim and methodology are also presented.

In Chapter 2, the theoretical foundation of many major points and models are developed, most importantly: eco-friendly fashion product, eco-bags, theory of planned behavior (TPB), modified theory of planned behavior, Lee's modified Fishbein's model for Confucian cultures, face saving, group conformity, composite model with Lee's and Ajzen's model. This theoretical information lays an important foundation in the creation of nine hypotheses and the overall research model for this study.

In Chapter 3, the hypotheses and model of this research are developed.

In Chapter 4, the research method used to analyze the collected data is described. Frequency analysis, factor

analysis, reliability analysis and multi-regression analysis are adopted to examine the hypotheses.

In Chapter 5, the result of data analysis is explained.

In Chapter 6, the conclusion, implication and limitation of this research is suggested, as are some suggestions for further studies.

CHAPTER 2.

THEORETICAL BACKGROUND

This chapter reviews the literature relevant to current topic: the purchase intention of eco-bags, and the factors effecting consumer behavior. First, the concept of eco-friendly fashion products and eco-bags are explained. Second, concepts of research framework used to analyze purchase intention of eco-bag are described. Each variable of framework included in the Theory of Planned Behavior (TPB), the modified theory of planned behavior, Lee's modified Fishbein's model for Confucian, composite model with Lee's and Ajzen's model is identified and explained.

2.1. Eco-friendly Fashion Product

One of the largest issues encountered in this research was answering the question "What is eco-friendly fashion?" An abstract term, eco-friendly fashion is difficult to define partly because there is no industry standard. Moreover, eco-fashion often has common characteristics with other movements such as fair trade and green fashion, and therefore many researchers used different words to define identical concepts. (Joergens, 2006) Previous researchers have used words including, but not limited to, 'ethical fashion', 'green fashion', 'sustainable fashion', 'environmental fashion', and 'eco-friendly fashion'. Shin and Hong (2010) defined 'green fashion' in both a narrow and broad sense. In a narrow sense, green fashion means "considerate ecology" and "trying to maintain a good relationship with the environment and living things". In a broad sense, sustainable fashion, style, and sustainability in manufacturing process are added to the narrow definition. Jung and Han (2012) defined eco-friendly fashion products in a simpler way, encompassing

five types: organic fabric, recycled, reused, reproduced, and new-to-the-world fabric (e.g. bamboo fabric). As shown in the dictionary definition, eco-friendly fashion has both an extensive and comprehensive meaning. More importantly, because there are so many types of products in the eco-friendly fashion category.

A few researches have been conducted on the consumers' view of eco-friendly fashion products and its influence on purchase intention for said products (Elham, 2011; Josephine, 2008; Sara M., 1997), consumer's characteristics in the eco-fashion market (Adamantio, 2003; Michel, 2001; Sanjay K, 2008; Thomas C., 1974), consumer's lifestyle (Andrew, 2005; Gert, 2000), and consumer's attitude toward eco-friendly fashion products (Ingo, 1988; Li Ling-Yee, 1997). Most related mentioned papers have been conducted without a clear conceptual and operational definition of what constitutes an eco-friendly fashion product, and researchers effectively presented particular products at their discretion. In Korea, most previous research focused on the more formative characteristics of eco-fashion design and design trend in eco-fashion. Other research, which had looked at very limited fields of consumers' consumption behavior, sought to

discover who could be regarded as an environmentally conscious consumer and their 'purchase behavior' (Kang and Park, 2013). In previous studies, environmentally conscious consumers turned out to female, have a high education level and a high social class (Diamantopoulos et al., 2003). They also largely had more knowledge, positive attitudes, recycling behavior and partook in political action regarding environmental issues (Schlegelmilch et al., 1996). Moreover, these consumers have personalities based on tolerance, understanding and harm avoidance (Kinnear et al., 1974). It is questionable whether or not the eco-bag consumers also have the same aspects as for characteristic of green consumer.

Though not common, some research has revealed that eco-friendly product consumption is largely based on relationship status, reputation and conspicuous conservation (Du, 2014; Griskevicius et al., 2010). Status motives have a positive effect on pro-social green products, specifically when green products cost more than their non-green counterparts. "This finding suggests that even though affordable green products are more efficient at helping the environment, the purchase of such inexpensive green

products might undermine a person's ability to signal his or her wealth via pro-environmental acts" (Griskevicius et al., 2010). For example, a green product such as the Toyota Prius, a hybrid gas-electric automobile, has good reputation and is highly successful in the marketplace. The vehicle's success can, in large part, be explained pro-socially in that the Toyota Prius is associated with one's status in a community. This is further enforced by the fact that most people know the (high) price associated with the hybrid vehicle. Griskevicius et al (2010) aptly displays how status motives had a similar influence on preferences for green cars and also backpacks. Clearly, more visible products such as green cars and backpacks have the strongest influence on desire for status.

For reasons articulated above, visible, eco-friendly products, such as eco-bags, must be analyzed in a different context compared to existing theses related to the normal eco-goods. Previous eco-related theses focus largely on pragmatic analysis of purchasing intention for eco-friendly fashion products. However, different behavioral intention seems to have effect on the sensation of eco-bag, especially compared to existing trends.

These behavioral intentions seem to focus not only on aesthetic collaboration with designers, but also on social benefits, specifically face-saving and group conformity. In this way, this thesis will focus on advancing research in the field, with an emphasis on eco-bags.

2.2. Eco-bags

Manufactured from organic cotton, rather than synthetic fibers or leather products, eco-bags have been recognized as a fashionable means to save the earth and environment. Around the world, pollution has become a serious social and health problem; using products made from eco-friendly materials has become a trend and spawned an expansive environmental movement. Especially, eco-bag is spearheading this movement. 'Eco' from the word 'ecological' has come to represent the synergy between man and nature - environmentally friendly. So, eco-bag is literally a bag concerned with the environment (Byun, 2013).

The eco-bag trend first started when, in 2007, British designer Anya Hindmarch designed a white bag bearing the message "I'm Not A Plastic Bag". The bag was offered for limited release in the United Kingdom and Japan. Hindmarch, known for her collection of unique and expensive luxury bags, sold the tote, made from natural cotton rather than paper, plastic and synthetic fibers, for only 5 GBP (9,000 KRW). Like most trends in the fashion industry, the release of eco-products by a famous designer caused quite a stir: paparazzi captured several images of Hollywood celebrities shopping with Hindmarch's bag, not to mention over five-thousand people that lined up in Tokyo to purchase. As Hindmarch's eco-bag reached stardom, so did the idea of eco-friendly bags. No long after, eco-bags successively released by other designers, including Yves Saint Laurent, Marc Jacobs, and A.P.C (Greenliving, 2014).

The two primary features of eco-bags are large size and production with environment-friendly materials. In the early 2000s, producers and distributors led with the 'environmental shopping basket' in Korea. And starting in 2009, this movement has been widely popular as part of the green marketing of the

'eco-bag' (Jungle Magazine, 2012). Featuring a sling-bag style, eco-bags come in various colors and patterns allowing the consumer to reveal their own personality, and dress without restriction to any style. Many eco-bag consumers have become hooked, in large part due to the convenience of the bag's lightweight material (JoongAng Daily, 2014).

Because of the boom, many brands, both in Korea and abroad, have sought to release eco-bags in the higher price range, frequently not matching the original purpose. Regardless of price, eco-bags continue to sell like hot cakes. Luxury brand 'R', for example, sells their shoes in a free eco-bag for customers; several consumers have resold this bag online, frequently in the 50 USD to 100 USD price range. Despite the higher price, many people are willing to purchase this free eco-bag, sometimes for over 100 USD, merely for the brand printed on it (MK fashion, 2013).

In this thesis, I will examine purchase intention with regard to 'eco-bag fever' using proven variables in previous research.

2.3. Theory of Planned Behavior (TPB)

The Theory of Reasoned Action, or TRA model (Fishbein and Ajzen, 1975) is one of the most widely used standards for measuring consumers' behavior over a long period in time. The "TRA model posits that both attitude towards a behavior and subjective norm are immediate determinants of intention to perform a behavior" (Jin and Kang, 2011), but the TRA model as the Fishbein model was thought to be very limited in explaining uncontrollable human behavior (Ajzen, 1991). The TRA model overlooks perceived behavioral control which can be explained as 'different degrees of information, technology, and ability' needed for certain behavior (Jin and Kang, 2010).

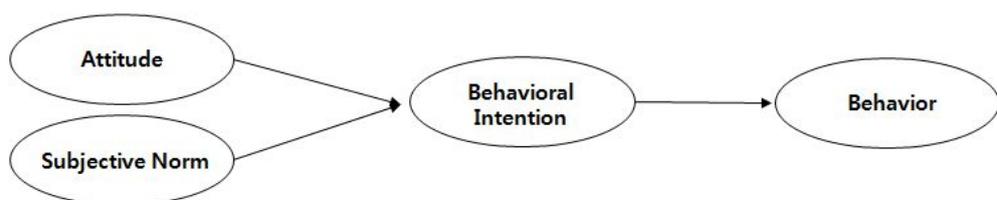


Figure 2-1. Fishbein & Ajzen (1975), Theory of Reasoned Action

The Theory of Planned Behavior (TPB) is a behavioral intention model, which includes perceived behavioral control variables in the TRA. The Theory of Planned Behavior is a theory of the attitude-behavior relationship, which seeks to find an explanation of behavior. More important, the TPB model is composed of attitudes, subjective norms, perceived behavioral control, behavioral intentions and behavior in a fixed causal sequence (Ajzen, 1985). According to this model, behavioral intention is consistent with the attitude toward some specific behavior; subjective norms reflect a person's perception of a referent opinion (Ajzen and Fishbein 1980). Ajzen(1991) added the concept of 'perceived behavioral control' to construct the TPB model. Though the TPB is an extension of the original theory of reasoned action (Ajzen and Fishbein, 1975), it seeks the addition of perceived behavioral control to account for behaviors that are not totally under an individual's control (Ozcaglar et al, 2006).

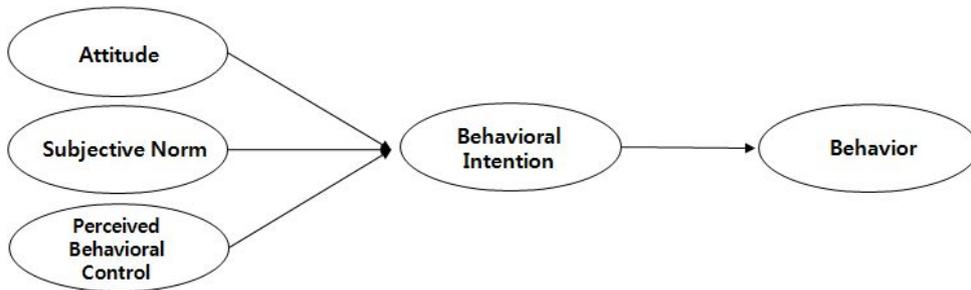


Figure 2-2. Ajzen (1991)'s Theory of Planned Behavior model

2.4. Modified Theory of Planned Behavior

The model constructed by the Theory of Planned Behavior (TPB) does not consider ethical or social issues. However, much research has been done to modify the model to provide for the context of ethical concerns, including fair trade, in consumer decision-making (Ozcaglar et al, 2006; Shaw et al., 2000; Shaw and Shiu, 2001; Shaw and Shiu, 2002a; Shaw and Shiu, 2002b; Shaw and Shiu, 2003). This effort to solve the shortfall in understanding ethical consumer behavior by giving an improved new model of consumer decision making (Shaw and Shiu, 2001).

Shaw and Shui (2001; 2002a; 2002b; 2003) modified the TPB to better understand ethical consumer's consumption behavior named, this is referred to as the 'modified Theory of Planned Behavior'. According to this enhanced model, consumers' purchase intention toward ethical products is influenced by attitude, subjective norm, perceived behavioral control, ethical obligation and self-identity. Ethical obligation represents the ethical or social responsibility consumers perceive, and self-identity is defined as one's interest in environmental issues.

Empirical studies were conducted to verify the modified model. The results of Shaw and Shiu (2001) study revealed improved understanding through this new modified model of ethical consumers' behavioral intention with respect to purchasing fair trade grocery products in the UK. Through the modified model, it is clear that the two new variables, 'ethical obligation' and 'self-identity', played an important role in the decision-making of ethical consumers.

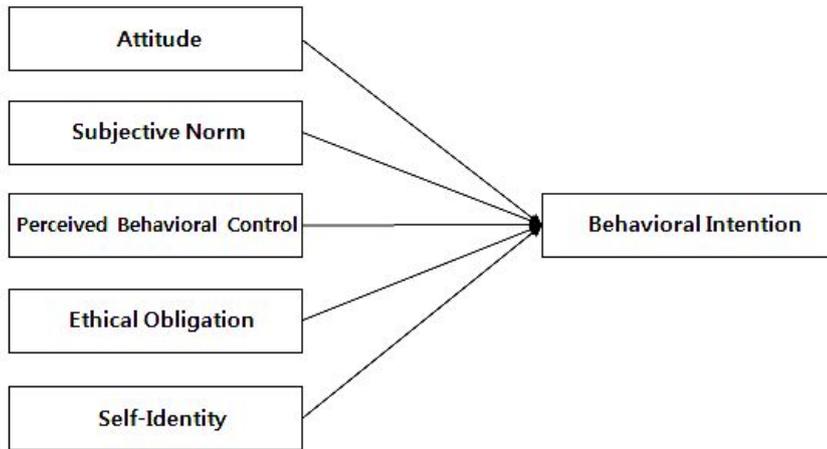


Figure 2-3. Shaw & Shiu (2001),
modified theory of planned behavior

Ozcaglar et al, (2006) employed a modified TPB framework in the French market. The research examines behavioral intention in the purchase of fair trade grocery products to explain the decision-making criteria of both consumers and potential consumers. Moreover, the research revealed the modified Theory of Planned Behavior was a significant improvement on the original Theory of Planned Behavior in explaining intention to purchase a fair trade grocery product.

Huh (2011) also applied the modified TPB framework to measure

consumer's attitude and purchase intention toward ethical products in Korea. In this study, ethical obligation has positive effect on consumer's behavioral intention toward ethical products, but self-identity has no relationship with attitude. That means, consumers who feel they have more ethical responsibility as a member of society, have more positive attitude toward ethical products.

The modified TPB has been tested and proven sound in many previous research projects across the globe. However, this model normally plays a very limited role, especially in analysis of grocery products. Although the eco-boom started with organic grocery products, eco-fashion is growing so much demand is more pervasive. In this thesis, purchase intention behavior regarding eco-bags, a type of eco-friendly fashion product, will be identified based on the modified TPB model.

2.5. Lee's Modified Fishbein's Model for Confucian

The Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1975) is developed by Lee's modified model (1990) to better understand Confucian consumers. Although the TRA and TPB models have been supported, especially regarding American consumers, some studies are not able to completely understand behavioral intention in Confucian cultures like Korea (Lee, 1990). As Hofstede (1980) has posited, Confucian-based cultures, like China, Korea and Japan, share the similar cultural aspects, particularly collectivism. Confucian cultures also share an emphasis on coordination between community members, causing an obsession with group conformity and esteem prestige. For this reason, Lee (1990) developed a modified Fishbein's model (1975) and altered subjective norm to include two variables 'face-saving' and 'group conformity', which is considered a major cultural difference between Asian and Western countries. Lee (1990) studied the behavioral intention of sneaker purchase with regard to Korean college students, and discovered that face saving and group

conformity variables can explain more about Korean consumer's behavioral than the original Fishbein's model. This is obviously because the Fishbein's subjective norm does not take into account two highly important social pressures for Confucian consumers: face saving and group conformity (Lee, 1990). "Hence, the concepts of group conformity and face saving pressures, both having pervasive influence in Confucian societies, are included in a modified model to improve the Fishbein model's explanatory power for Confucian culture consumers (Lee, 1990)."

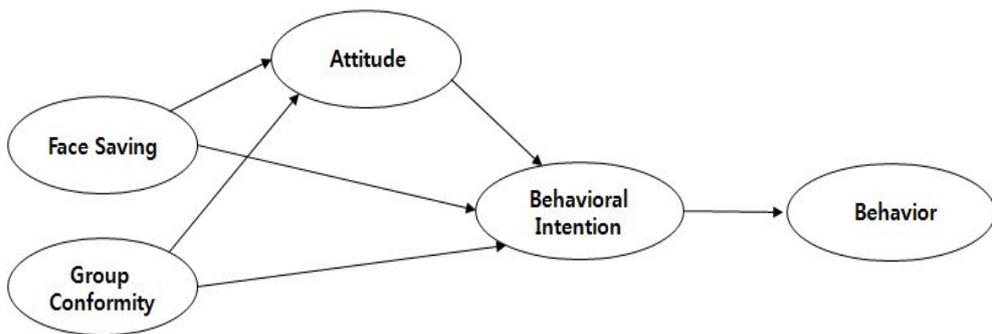


Figure 2-4. Lee's (1990) revised model for Confucian consumers

2.5.1. Face Saving

Face is a vital concept for understanding interpersonal relationships among groups in Confucian societies (Yau, 1986). Face-saving is defined as an individual's position in regard to one's social relationships; it is the most important measurement of one's social worth, status and reputation in Confucian cultures (Hu and Grove, 1999). In a market sense, face-saving pertains to the goal of meeting social expectation in Confucian cultures, which many consider authority of oneself (Lee, 1990). In Confucian culture, people can lose 'face' when conduct or performance falls below the minimum acceptable level, or when some requirements can not satisfy one's social position level (Chung and Pysarchik, 2000). "In other words, if an individual does not satisfy the social expectations, he will lose his face and his moral integrity is cast in doubt by the society"; this means one's social life is at stake (Lee, 1990). For this reason, members of a Confucian society are always under social pressure to meet the social expectations and oppression so as to maintain face (Jin

and Kang, 2010).

For this reason, face-saving has the power to explain consumer behavior, especially in Confucian culture. Some researchers have used Lee's modified model to understand the relationship between consumer clothing purchase intention and face-saving in Southeast Asian countries. Chung and Pysarchik (2000) found face-saving to be an important factor in VCR (Video Cassette Recorder) purchase intention for Korean college student. Likewise, Jin and Kang (2010) revealed that face-saving has had positive effect on foreign jeans purchase intention for Chinese consumer.

2.5.2. Group Conformity

Group conformity is defined as the individual's perception of pressure imparted on them by their group or society. This pressure has strong relationship with consumer's attitude and purchase intention toward the specific in question (Lee, 1990). In

Confucian societies, group goals are more important and have a higher priority compare to the individual goals (Kluckhohn and Strodtbeck, 1961). Confucian people sacrifice themselves for the largely social benefits and for all (Lee, 1990). As a collectivist nation, Korean people are considered self-conscious, frequently value others, and social interactions are very regulated by norms compare to the other, more individualistic, countries. Overall, Koreans tend to place an emphasis on one's affiliation with a community and harmony with other community members (Hofstede, 2001). This phenomenon is entirely different than that of Western, individualistic countries. For example, "When making a decision, an Korean individual should always take into account other members in the family, in contrast with husband-wife joint decisions in the United States" (Lee, 1990).

In addition, members of a collectivist culture frequently imitate other members' consumption pattern, even blindly, to feel and achieve a sense of belonging to their community. Countless research papers have discussed group conformity in East Asian countries; several studies have research conformity's relationship to Asian consumers attitude and purchase intention. Lee (1990)

found that group conformity has greatly influenced Korean students' attitude and behavioral intention toward sneakers. Malhotra and McCort (2001) also identified suitability of Lee's model to explain Hong Kong consumers' attitude and behavioral intention with athletic shoes.

2.5.3. Composite Model with Lee's and Ajzen's Model

Jin and Kang (2010; 2011) proposed a composite model with Lee's and Ajzen's model. Each model has its limitations. "Lee's model does not consider consumers' resources and control, which are important in apparel consumption, and decomposed Ajzen's model does not take Confucian values (face saving and group conformity) into account (Jin and Kang, 2011)." By using this composite model, Jin and Kang's model can give a more comprehensive understanding. That means, in this model, the three normative influence factors are subjective norm - from Ajzen's model - and face saving as well as group conformity - from Lee's modified model.

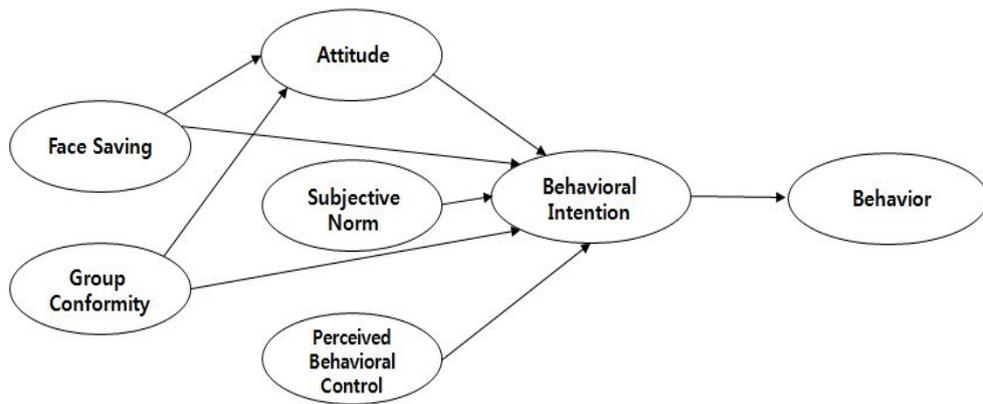


Figure 2-5. Jin & Kang's (2010) composite model with 3 normative factors

Jin and Kang (2007) surveyed Shanghai college students' purchase intention of foreign brand jeans by using the composite model. The results showed that face saving has a stronger effect on purchase intention compare to subjective norm. Still, the same researcher surveyed Shanghai, Beijing, and Guangzhou consumers in 2011, using the same composite model as in 2007, and results showed that subjective norm is the only normative variable that has an effect on purchase intention and face saving or group conformity have no effect on purchase intention. This paper in 2011, which tested shoppers in three major Chinese

cities - Shanghai, Beijing, and Guangzhou - and included a wider range of ages - 18 to 36 -, revealed the opposite result. The data of this study conducted in 2011 were collected from shoppers in Western-atmosphere shopping malls in China. Thus, respondents may have had higher level of individualism than had the college students who were respondents of Jin and Kang's 2007 study. That means, "If a respondent is more collectivistic, then the influence of face saving may be more significant than that of subjective norm (Jin and Kang, 2011)." However, if a respondent is more individualistic, the influence of subjective norm may be more significant than that of face saving.

In 2010, Jin and Kang researched Korean college students to understand their purchase intention with the same composite model. In this research only group conformity had an indirect effect among the normative factors.

Reviewing these three papers, undertaken by same research and employing the same model, means that the influence of the normative variable differs depending on the respondents' individual characteristics and the target product's characteristics,

even in the same Confucian culture-based countries. Taken together, "We cautiously conclude that in the absence of subjective norm, face saving or group conformity plays a role, but when both are present, the findings are more likely to be dependent on a respondent's individualism level" (Jin and Kang, 2011). If a respondent's individual characteristic is more collectivist, face saving or a group conformity factor has a larger effect on one's purchase intention - Lee's logic. Should a respondent's character be more individualist, subjective norm has a larger effect on one's purchase intention - Ajzen's logic.

In this paper, three normative factors are examined to understand what kind of normative factors have an effect on purchase intention on eco-bags.

CHAPTER 3.

CONCEPTUAL FRAMEWORK

This chapter generate both the research model and hypothesis based knowledge gained from the literature. In addition, the research model is developed according to the research hypothesis.

3.1. Research Model

In contrast with other eco-fashion product, eco-bags lead the fashion movement. For this reason, the purpose of this study is to explain Korean consumer's purchase intention toward eco-bags. To explain eco-bag boom, this study proposes composite model based on Shaw and Shiu's modified TPB to test environmental consciousness and Lee's revised model to test the influence of Confucian cultural values. This study will use seven

variables - five variables (attitude, subjective norm, perceived behavioral control, ethical obligation and self-identity) are derived from the modified TPB to understand the purchase intention on ethical consumption; the final two variables (face-saving and group conformity) are derived from Lee's model to realize Confucian consumer's purchase intention. Through this composite model, reasons for the eco-bag boom will be identified, and the way forward for other eco-friendly fashion products also can be suggested.

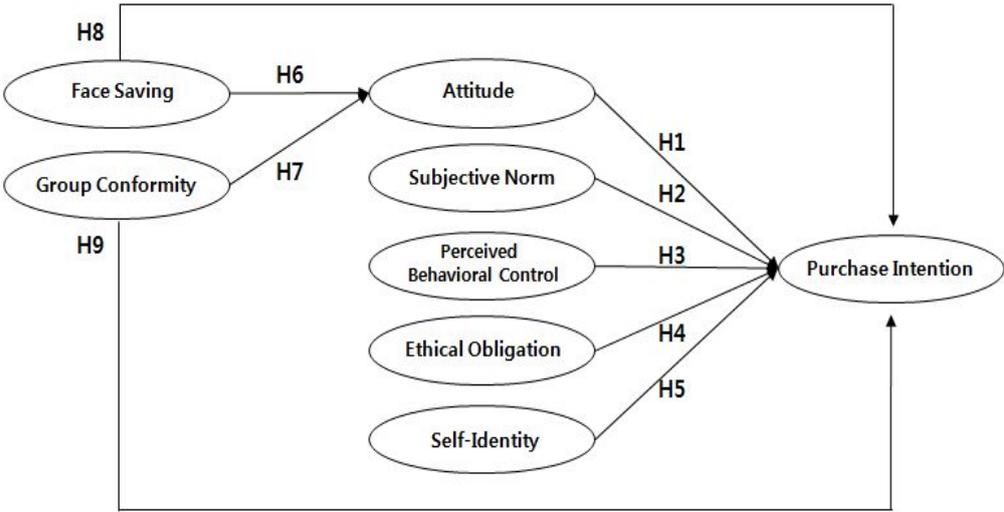


Figure 3-1. The proposed model

3.2. Hypothesis Development

Many studies have revealed that attitude plays an important role in purchase intention. For example, attitude influenced purchase intention of sneakers (Lee and Green, 1991), leather apparel (Summers et al., 2006), and sweaters (DeLong et al., 1987). The importance of attitude is also found in many East Asian studies related to Confucian society. Chung and Pysarchik (2000), Koh (2009), Jin and Kang (2010; 2011), Huh (2011) all concluded that attitude positively and strongly predicts purchase intention. In our study's context, this means that if someone has positive attitude toward eco-bags, it has a great effect on its purchase intention.

Therefore, the following hypothesis is proposed.

H1. Attitudes will positively affect purchase intention of eco-bag.

So far, many Western cultures studies revealed that subjective

norm has a relationship with purchase intention. Subjective norm is powerful variable used to explain purchase intention in previous studies of Western origin. In Confucian studies, a few studies found that subjective norm influenced purchase intension, for example, The study of gold rings (Chan and Lau, 1998), and foreign brand jeans (Jin and Kang, 2011). This means that subjective norm, which is the typical value to measure purchase intention in Western countries, can also be applied in Confucian cultures. Due to the impact of Western values on Korean consumers, this study hypothesizes that subjective norm will increase Korean consumers' purchase intention of eco-bags.

Therefore, the following hypothesis is proposed.

H2: Subjective norm will positively affect purchase intention of eco-bag.

"Perceived Behavioral Control (PBC) refers to one's perception of whether or not he or she possesses the resources, such as money, time, and skills, needed to perform a particular behavior"

(Jin and Kang, 2010). Ajzen and Madden (1986) noted that occasionally consumers could not meet requisite resources and appropriate opportunities unless they are willing to take behavior into consideration. For example, the most important reasons for consumers not to buy eco-friendly product are lack of availability (Fotopoulos and Krystallis, 2002; Vermeir and Verbeke, 2006). Moreover, in many countries, eco-friendly products are difficult to find; the lack of availability is not in the consumer's control.

Therefore, if a Korean consumer possesses the resources as well as money, time, and skills (i.e., PBC), his/her intention to buy an eco-bag will be higher. By contrast, if a consumer perceives more difficulty in identifying eco-bags, then the intention to purchase eco-bag is lower.

Given this, the following hypothesis is proposed.

H3: PBC will positively affect purchase intention of eco-bag.

(When consumers do not perceive more behavioral control

over the purchasing of eco-bag, the consumer will be more likely to have the intention of purchasing eco-bag.)

The importance placed on ethical and environmental issues is spreading around the globe (Shaw and Clarke, 1999). A measure reflective of ethical obligation is critical given the tendency of the original theory to focus on the self-interested concerns of individuals (Sparks et al., 1995). Ethical consumers may make ethical consumption choices because ethical issues have become an important part of their self-identity (Shaw et al., 2000). Eco-bags, in particular, are viewed as a leader of consumption in eco-fashion. If an individual possesses high concerns about the environment and feel they have a responsibility to partake in environment conservation, purchase intention for eco-bag will be higher.

Therefore, the following two hypotheses are proposed.

H4: Ethical obligation will positively affect purchase intention of eco-bag.

H5: Self-identity will positively affect purchase intention of eco-bag.

Lee (1990) proposed two variables to better understand the purchase intention of Confucian cultures. The first variable is face-saving. "Face-saving is an integral part of everyday Korean's life. Every attitude and behavior are related to or interpreted as either a face booster or a face loser" (Jin and Kang, 2010). Chung and Pysarchik (2000) found that the two relationships were positively significant in Korean students' domestic VCR(Video Cassette Recorder) purchase behavior. Jin and Kang (2010) revealed that face saving has a positive effect on purchase intention of foreign brand jeans by Chinese consumers. China and Korea being the primary countries that emphasize the teaching of Confucianism. Especially in these times, many luxury brands are scrambling to launch eco-bag lines in the higher price ranged 300 USD, but many Korean consumers don not hesitate to purchase it. Even still, no one seems to understand the nature of eco-bags and frankly (MK fashion, 2013). So, the significance of face-saving to Korean

consumers is great enough that this study posits face-saving will play an important role both in forming attitude and in determining purchase intention toward eco-bags.

Based on logic and these studies, this study proposes the following hypotheses.

H6: Face saving will positively affect attitude toward eco-bag.

H8: Face saving will positively affect purchase intention toward eco-bag.

Group conformity refers to the perception of pressure from a group. Group conformity can be described as believing in the intrinsic worth of the group's collective opinion or normative-conformity due to group pressure rather than personal feelings (Lee, 1990). Collectivists see themselves as one part of a group, such as a family, school, company, or nation. For this reason, they place a higher value on group responsibilities than personal achievement, for the goal of sustaining harmony

(Hofstede, 2001). Koreans' group-oriented way of life operates differently from the individual-oriented Western cultures, and therefore group conformity may influence the purchase intention toward eco-bags which are bought by the masses. Many celebrities and top power bloggers also encouraged popularity by joining this green movement, and frequently appearing with eco-bags (MK fashion, 2013).

Therefore, the following hypotheses are proposed.

H7: Group conformity will positively affect attitude toward eco-bag.

H9: Group conformity will positively affect purchase intention toward eco-bag.

CHAPTER 4.

RESEARCH METHODS

This chapter describes the primary methodology used to collect the data, which will be used to answer the hypotheses. To put it concretely, discussions of research design, sample selection, and data collection procedures are presented, and the questionnaire items that measure each construct of the proposed model are discussed.

4.1. Research Approach

Utilizing the convenience sampling method, the data were gathered by surveying Korean women aged 20-59 who are the major consumer of eco-bag. The methodologies employed by this study to measure all variables are based on preceding research analysis. This section will describe the questionnaire and how it

was used to prove the hypotheses.

4.2. Design of the Survey

The aim of this research is to grasp the purchase intention of Korean consumers with respect to eco-bags. To carry out this study, our study chose to focus on adult females in Korea, from age 20 through 59, due to their status as the main purchasers of eco-bags. Moreover, previous research has revealed female adults have higher purchase intention toward environmentally friendly products (Diamantopoulos et al., 2003).

To this end, Google's online document service - e.g. Google Docs - was employed to create an online survey and collect respondent data. Responses were collected using convenience sampling from October 15th through October to 25th, 2014. A total of 202 female consumers participated in the survey, with the final data set reduced to 187 individuals after eliminating invalid data.

All items in of survey were built upon preceding research - specific items are shown in the table below (Table 4-1):

Table 4-1. Questionnaire items for each variable

Variable	Items	Source
Attitude	Purchasing eco-bag is desirable.	Ajzen & Fishbein (1980), Lee (1990), Malhotra et al. (2001)
	Purchasing eco-bag is pleasant.	
	Purchasing eco-bag is worthwhile.	
	Purchasing eco-bag is favorable.	
Subjective Norm	Most people who are important to me think that I should buy eco-bag.	Chen (2007), Ozcaglar-Toulouse et al. (2006)
	Most people who are important to me want me to buy eco-bag.	
	I feel pressured by my relatives to buy eco-bag.	
Perceived Behavioral Control	For me, purchasing eco-bag is easy because it is easy to find.	Ajzen (1985), Bredahl (2001), Researcher
	For me, purchasing eco-bag is easy because it has many kinds of products.	
	For me, purchasing eco-bag is easy because it is not expensive.	

	For me, purchasing eco-bag is easy because it is easy to obtain information.	
Ethical Obligation	I feel that I have an ethical obligation to support buying eco-bag.	Sparks (1995), Shaw & Shiu (2002)
	I feel that I have an ethical obligation to buy eco-bag.	
	I feel that I help the environment as a member of society by purchasing eco-bag.	
Self -Identity	I think eco-bag to be appropriate for my life.	YI & La (2002), Choi et al (2009)
	I think eco-bag to be appropriate for my values.	
	I think eco-bag goes well with my image.	
	I think eco-bag goes well with my characteristic.	
Face Saving	Purchasing eco-bag has relation to my face with people who know me.	Lee (1990), Chung (2000)
	I purchase eco-bag because it makes me seem to be conscious of environment.	
	Purchasing eco-bag would be influenced by whether owning it would improve my reputation with the other people.	

Group Conformity	If lots of people buy eco-bag, I would buy more.	Lee (1990), Chung (2000)
	To me, purchasing eco-bag would be influenced by how many people have bought it.	
	To me, purchasing eco-bag would be influenced by whether owning it would make me fit in with other people.	
Purchase Intention	I would definitely plan to buy eco-bag.	Ajzen & Fishbein (1980), Koh & Noh (2009)
	I would absolutely consider buying eco-bag.	

The questionnaire developed for this study was composed of eight different variables. Each item employed a seven-point Likert Scale to measure the variable in question. Respondents were allowed responses ranging from 'strongly disagree' (1) to 'strongly agree' (7).

To measure attitude, four items from previous research were selected. Likewise, three items were used to measure for *subjective norm*; four items for *perceived behavioral control*; three items for *ethical obligation*; four items for *self-identity*;

three items for *face-saving*; three items for *group conformity*; and two items to represent *purchase intention*.

Finally, questions were asked to profile respondent demographics and purchase experience regarding eco-bags.

4.2.1. Attitude

The measurements of 'Attitude' were quoted by Ajzen & Fishbein (1980), Lee (1990), and Malhotra et al. (2001). This study presented each individual with a 4-item questionnaire composed of seven score Likert-type scale to measure 'Attitude' variable. The items were "Purchasing eco-bag is desirable", "Purchasing eco-bag is pleasant", "Purchasing eco-bag is worthwhile", and "Purchasing eco-bag is favorable".

4.2.2. Subjective Norm

The measures of 'Subjective Norm (SN)' were quoted by Chen (2007), and Ozcaglar-Toulouse et al. (2006). This study presented each individual with a 3-item questionnaire composed of seven score Likert-type scale to measure 'SN' variable. The items were "Most people who are important to me think that I should buy eco-bag", "Most people who are important to me want me to buy eco-bag", and "I feel pressured by my relatives to buy eco-bag".

4.2.3. Perceived Behavioral Control

The measurements of 'Perceived Behavioral Control (PBC)' were based on previous research of Ajzen (1985), and Bredahl (2001). Respondents were asked 4-item questionnaire composed of seven score Likert-type scale to measure 'PBC' variable. The items were "For me purchasing eco-bag is easy because it is easy to find", "For me purchasing eco-bag is easy because it has many kinds

of products", "For me purchasing eco-bag is easy because it is not expensive", and "For me purchasing eco-bag is easy because it is easy to obtain information".

4.2.4. Ethical Obligation

The measurements of 'Ethical Obligation (EO)' were quoted by Sparks (1995), and Shaw & Shiu (2002). This study presented each individual with a 3-item questionnaire composed of seven score Likert-type scale to measure 'EO' variable. The items were "I feel that I have an ethical obligation to support buying eco-bag", "I feel that I have an ethical obligation to buy eco-bag", and "I feel that I help the environment as a member of society by purchasing eco-bag".

4.2.5. Self-Identity

The measurements of 'Self-Identity (SI)' were based on previous research of YI & La (2002), and Choi et al. (2009). Respondents were asked 4-item questionnaire composed of seven score Likert-type scale to measure 'SI' variable. The items were "I think eco-bag to be appropriate for my life", "I think eco-bag to be appropriate for my values", "I think eco-bag goes well with my image", and "I think eco-bag goes well with my characteristic".

4.2.6. Face Saving

Face saving (FS) was measured in accordance with previous study of Lee (1990), and Chung (2000). There were 3 questions which were asked with seven score Likert-type scale. The items were "Purchasing eco-bag has relation to my face with people who know me", "I purchase eco-bag because it makes me seem conscious", and "Purchasing eco-bag would be influenced by

whether owning it would improve my reputation with the other people".

4.2.7. Group Conformity

Group conformity (GC) was measured in accordance with previous study of Lee (1990), and Chung (2000). There were 3 questions which were asked with seven score Likert-type scale. The items were "If lots of people buy eco-bag, I would buy more", "Purchasing eco-bag would be influenced by how many people have bought it", and "Purchasing eco-bag would be influenced by whether owning it would make me fit in with other people".

4.2.8. Purchase Intention

Purchase intention (PI) to purchase eco-bag was conducted by 2-item questionnaire with seven score Likert-type scale. The items were "I would definitely expect to buy eco-bag" and "I would absolutely consider buying eco-bag".

4.2.9. Purchase Experience of Eco-bag & Demographic Information

Respondent's purchase experience of eco-bag and their demographic information were also asked on nominal scale. This related questions were consisted of 12 questions (7 questions for eco-bag consumption and 5 questions for demographic information).

The items to measure purchase experience of eco-bag were "Do you have experience of buying eco-bag?", "How many times did you buy eco-bag?", "What was the median price of eco-bag when

you purchased?", "What was the highest price of eco-bag when you purchased?", "Why did you buy eco-bag? What was the reason(s)?", "At the first time, through what channel did you get the information of eco-bag?", and "If you check 'No' for the 3-1, Why don't you buy eco-bag?"

Age, marriage status, highest education, job, and average income of whole family per month were examined to know respondent's information.

4.3. Data Analysis Method

Frequency analysis, factor analysis, reliability analysis, and multi regression analysis were used to analyze the collected data with SPSS 20.0.

The specific methods commissioned to analyze data are as follows:

First, frequency analysis was conducted for the purpose of better understanding and interpreting demographic

characteristics and their buying experiences of eco-bag.

Second, reliability analysis and Cronbach's α coefficients were used to check the internal consistency of each variable.

Third, multi-regression analysis was conducted to perceive how the five variables - attitude, subjective norm, perceived behavioral control, ethical obligation and self-identity - affect the purchase intention of eco-bags. And this analysis was conducted to reveal how two variables - face-saving and group conformity, both considered paramount considerations in Confucian culture - affect the purchase intention regarding eco-bags.

CHAPTER 5.

DATA ANALYSIS AND RESULTS

This chapter presents patterns of results and analysis their relevance to the research hypothesis.

5.1. Respondents Profile

Demographic characteristic of participants of the study areas shown in Table 5-1. Age, marriage status, education level, occupation as well as monthly household income were included in the demographic profile the results are articulated below.

Table 5-1. Demographic characteristic

(n=187)

Respondent Information		Frequency	Percentage
Age	20 ~ 29	70	37%
	30 ~ 39	44	24%
	40 ~ 49	37	20%
	50 ~ 59	36	19%
Marriage Status	Single	94	50%
	Married with no child	6	3%
	Married with child	87	47%
Education Level	High school graduate	18	10%
	University student	34	18%
	University graduate	103	55%
	Graduate student and more	32	17%
Occupation	Unemployed	4	2%
	Full-time homemaker	37	20%
	Student	40	21%
	Office worker	34	18%
	Profession	44	24%
	Service sector	19	10%
	Other	9	5%
Household Monthly	Less than \$2,000	25	13%

Income	\$2,000~ Less than \$4,000	41	22%
	\$4,000~ Less than \$6,000	44	24%
	\$6,000~ Less than \$8,000	24	13%
	\$8,000~ Less than \$10,000	25	13%
	More than \$10,000	28	15%

As discussed above age distribution of the participants was between 20 and 60 years old. However, the largest cross-section of participants fell into the 20-29 age group (37%), 24% were between 30 and 39 years old, 20% were in the range of 40 and 49, and 19% were over 50.

Half of all respondents were single (50%), the other half were (obviously) married. Only 3% of married respondents had no children, the remaining 47% were married with children. The survey indicated that university graduates were the most common respondents (55%). High school graduates accounted for only 10%, current undergraduate university students 18%, and graduate students (and above) made up 17% of all respondents.

With regard to occupation, 2% were unemployed, 20% were

full-time homemakers, 21% were students, office workers accounted for 18%, industry professionals made up 24%, service-sector workers 10%, and the other responses were 5%.

The survey also inquired about the monthly household income for each respondent. Results indicate the majority of respondents' household earned between 4,000 and 6,000 USD per month (24%); 22% earned between 2,000 and 4,000 USD; 15% earned over 10,000 USD a month 13% earned under 2,000 USD; 13% earned between 8,000 and 10,000 USD; and 13% earned between 6,000 and 8,000 USD per month.

5.2. Purchase Experience of Eco-bag

Seven questions were issued to measure the basic characteristics of eco-bag consumers in Korea.

Purchasing Experience of Eco-bag

The survey questions discussing the respondents experience regarding purchasing of eco-bags revealed that 58% had made purchases in the past. The other 42% of respondents had not purchased an eco-bag before. This result indicates that more than half of consumers surveyed had experience buying eco-bags. Interestingly, these numbers show a much higher figure than previous research. Noh (2009) revealed that only 17.1% of consumers had purchased ethically produced fashion products. Likewise, Huh (2011) divulged that only 19.2% of respondents had experience purchased eco-friendly products, and 22.6% of them had experience with buying environmentally friendly fashion products. Eco-bags, which are representative of eco-friendly fashion products, have had a positive influence by promoting eco-friendly consumption.

Table 5-2. Purchasing experience of eco-bag

	Frequency (Number)	Percentage (%)
Yes	108	58%
No	79	42%
Total	187	100%

Purchasing Experience by Age Group

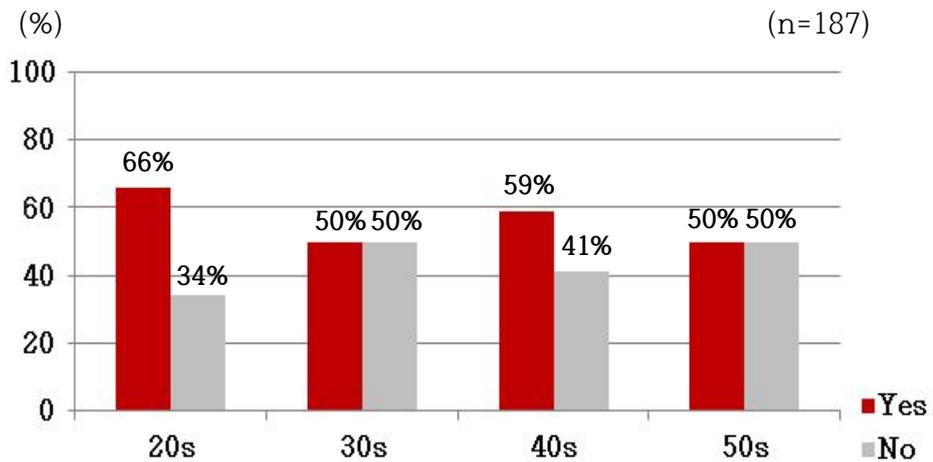


Figure 5-1. Purchasing experience of eco-bag

In our study, of participants between the ages of 20 to 29, 66% of them had experience in purchasing eco-bags. Moreover, half of respondents in the 30 to 39 year-old range had purchased eco-bags; 59% of participants 40 to 49 had made purchases; 50% of the 50 through 59-age range had made purchases. Exempting those respondents in their 20s, about half of those surveyed had some previous experience of buying eco-bags. Compared with other groups, consumers aged 20 to 29 have much more experience in the purchase of eco-bags compared to the other age groups (Figure 5-1).

Number of Purchasing Eco-bag

The frequency of purchase is shown in Figure 5-2. The majority of consumers surveyed have purchased eco-bags only one or two times; this accounts for 73% of total consumers. Thirty-four percent of respondents had made only a single eco-bag purchase; 39% twice, 18% thrice, 5% four times, and 4% had made five or more purchases.

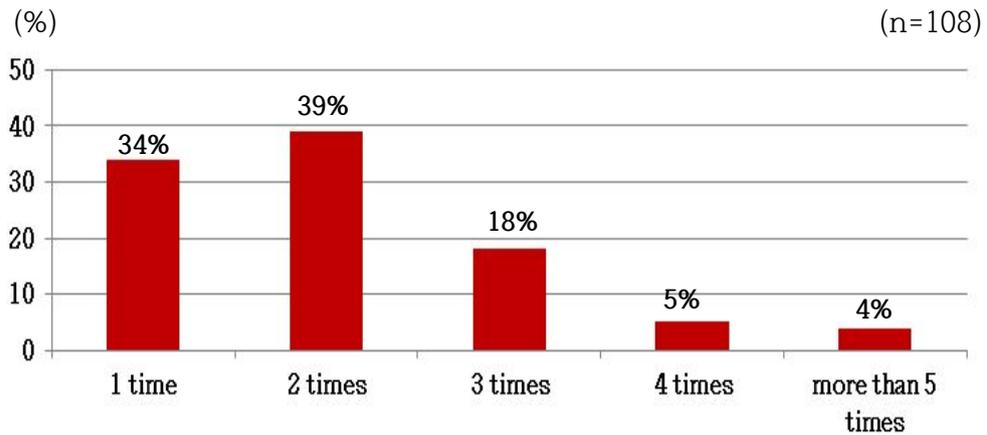


Figure 5-2. The number of purchase eco-bag

Average price & Highest price of Purchased Eco-bag

Both the average and most expensive price of purchased eco-bags was inquired from those who had previously made at least one purchase. The results, as shown in Figure 5-3, indicate that the average price of purchased eco-bags was 5 USD for 9% of respondents; 5 to 10 USD accounted for 27%; 10 to 20 USD accounted for 36%; 20 to 30 USD accounted for 17%; 30 to 50 USD accounted for 8%; 50 to 100 USD accounted for 2%; and for only 1% of respondents the average purchase price was over 100 USD. Thus, about 80% of respondents' average price point for

eco-bag purchases was between 5 and 30 USD.

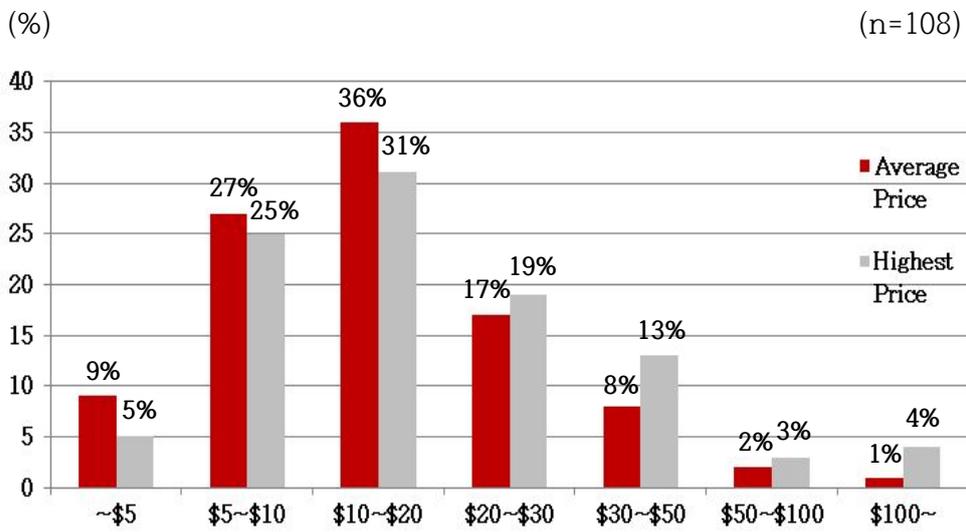


Figure 5-3. Average price & Highest price

The most expensive eco-bags purchased by our survey's participants were also examined. Respondents whose most expensive purchase was less than 5 USD accounted for 5% of those surveyed. Likewise, 5 to 10 USD purchases made up 25%; 10 to 20 USD purchases, 31%; 20 to 30 USD, 19%; 30 to 50 USD, 13%; 50 to 100 USD, 3%; and purchases over 100 USD accounted

for 4%. For most respondents, the difference between their most expensive purchase and average price point was negligible.

The Reason of Buying Eco-bag

Respondents who had previously purchased eco-bags were asked to explain their reason for completing the purchase - Figure 5-4 shows these results as well as multiple responses.

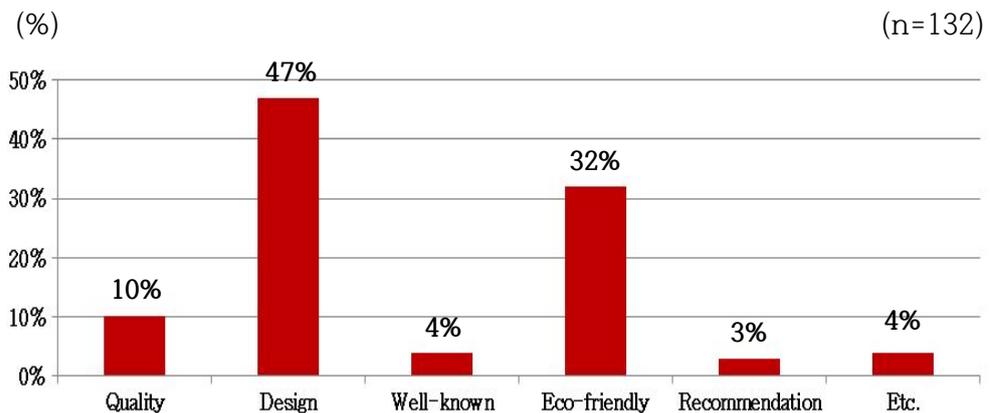


Figure 5-4. The reason of buying eco-bag

Forty-seven percent of eco-bag consumers made purchases because the product had a good design; 32% because the product was eco-friendly; 10% because of good quality; 4% because it was a well-known brand; 3% because the respondent received a recommendation from an acquaintance or salesperson. Other reasoning made up 4% of responses, including because eco-bags are light and comfortable.

This aspect of our survey, in and of itself, is interesting because it shows a conflict with previous research. It is important to note that while previous studies, Han, et al. (2013), for example, had posited that consumers *do not* purchase environmental fashion products because of design, our research clearly exemplifies the opposite. That is, the majority of respondents in our survey (47%) purchased eco-bags for their design. This means eco-bags can be considered a type of environmental fashion product that has overcome the stereotype of inadequate design. In the same vein, Herald News (June, 2014) noted that eco-bags have become more and more in style since the release of several bags by top designers. When individuals purchase fashion products, design is the decisive factor because

of its visibility - it is its visibility that allows consumers to express their personality. Thus, it is safe to say that improved eco-bag designs, in culmination with a positive, eco-friendly message, have encouraged consumers to make purchases.

The Reason for Not Buying Eco-bag

Respondent who had not made purchases were asked the reason for their lack of interest in purchasing an eco-bag. Figure 5-5 reveals the percentage distribution of multiple individuals surveyed. The majority of respondents responded that they did not want to buy an eco-bag because they did not need it (40%); 27% said they did not know eco-bags well enough; 19% were unsatisfied with the design; 2% said the price deterred them from purchasing; and other reasons made up the remaining 12%.

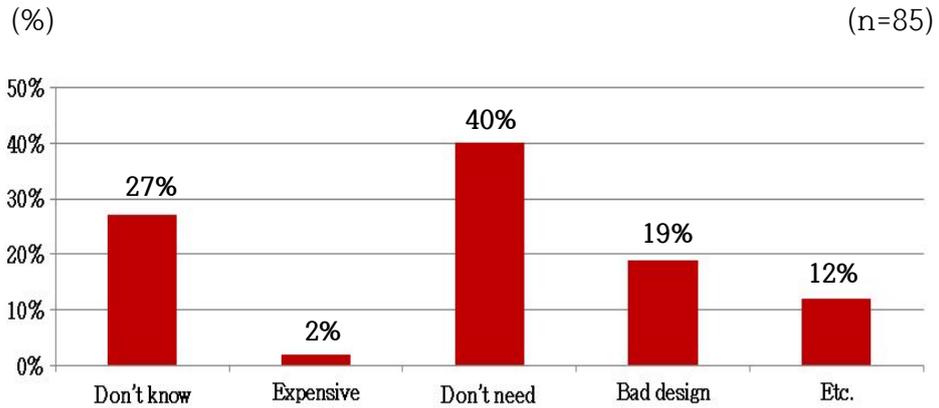


Figure 5-5. The reason for not buying eco-bag

Information Channel of Eco-bag Consumer

Figure 5-6 displays the information channel of purchasing eco-bags. Thirty seven percent of respondents were introduced to eco-bags through their friends or family. This result indicates that the role of close personal relationship would be important in becoming interested in eco-bags. The second largest response was that 'received information about eco-bags through media like TV, Internet, news or magazine', the rate was 31%. Twenty six percent of respondents knew eco-bag through brand promotion or marketing campaigns because they received free eco-bags

from during said promotion or campaign. Four percent of participants learned of eco-bags through education, a school class or seminar for example. Finally, other respondents (2%) learned of eco-bags through visits to fashion stores.

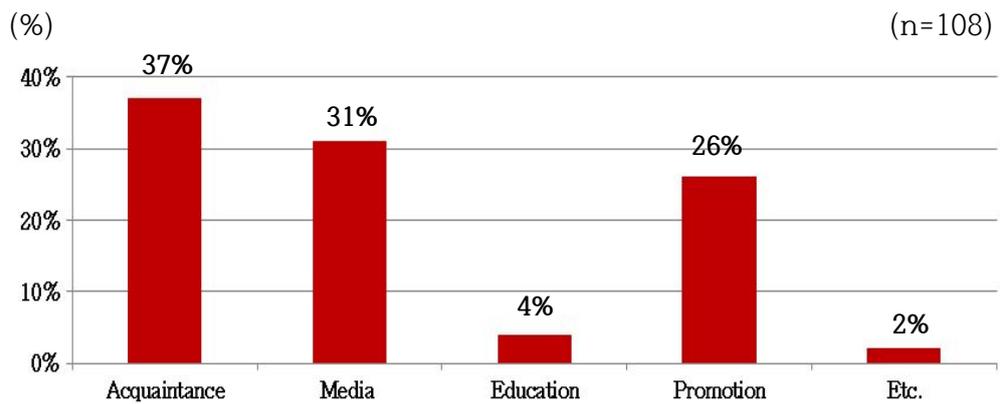


Figure 5-6. Information channel

5.3. Reliability Analysis

Cronbach's alpha reliability coefficients of each variable were used in this study to measure internal consistency using SPSS

20.0. Previous studies recommended a reliability of over 0.9 for a highly confirmatory approach, 0.8 to 0.7 for the confirmatory approach and 0.6 for the exploratory approach. All variables in this study have exceeded the 0.8 value for reliability consistency - attitude (0.929), subjective norm (0.820), perceived behavioral control (0.911), ethical obligation (0.932), self-identity (0.938), face saving (0.879), group conformity (0.864). Thus we can, with a great deal of certainty, state that the survey items measuring each variable have good structure, and the research data is suitably reliable (Table 5-3).

Table 5-3. Reliability Analysis

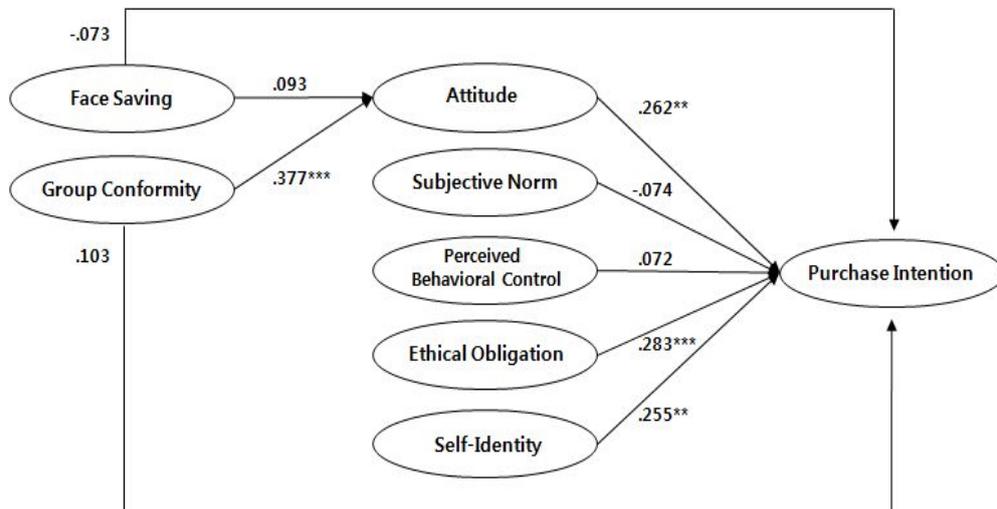
Factor	Items	Factor loading	Cumulative (%)	Cronbach's α
Attitude	Purchasing eco-bag is desirable.	.908	82.516	.929
	Purchasing eco-bag is pleasant.	.879		
	Purchasing eco-bag is worthwhile.	.912		
	Purchasing eco-bag is favorable.	.934		
Subjective Norm	Most people who are important to me think that I should buy eco-bag.	.894	73.550	.820
	Most people who are important to me want me to buy eco-bag.	.911		
	I feel pressured by my relatives to buy eco-bag.	.760		
Perceived Behavioral Control	For me purchasing eco-bag is easy because it is easy to find.	.905	79.010	.911
	For me purchasing eco-bag is easy because it has many kinds of products.	.924		
	For me purchasing eco-bag is easy because it is not expensive.	.851		
	For me purchasing eco-bag is easy because it is easy to obtain information.	.874		
Ethical Obligation	I feel that I have an ethical obligation to support buying eco-bag.	.947	88.069	.932
	I feel that I have an ethical obligation to buy eco-bag.	.956		
	I feel that I help the environment as	.913		

	a member of society by purchasing eco-bag.			
Self-Identity	I think eco-bag to be appropriate for my life.	.913	84.301	.938
	I think eco-bag to be appropriate for my values.	.905		
	I think eco-bag goes well with my image.	.918		
	I think eco-bag goes well with my characteristic.	.936		
Face Saving	Purchasing eco-bag has relation to my face with people who know me.	.887	80.868	.879
	I purchase eco-bag because it makes me seem conscious.	.939		
	Purchasing eco-bag would be influenced by whether owning it would improve my reputation with the other people.	.870		
Group Conformity	If lots of people buy eco-bag, I would buy more.	.896	78.637	.864
	Purchasing eco-bag would be influenced by how many people have bought it.	.898		
	Purchasing eco-bag would be influenced by whether owning it would make me fit in with other people.	.866		
Purchase Intention	I would definitely expect to buy eco-bag.	.965	93.027	.924
	I would absolutely consider buying eco-bag.	.965		

5.4. Multi Regression Analysis for Hypothesis Test

Multi regression analysis was used to analyze suggested hypotheses by using SPSS 20.0. (Figure 5-7).

Figure 5-7. The Result of Multi Regression Analysis



5.4.1. Relationship between 'Attitude, Subjective Norm, Perceived Behavioral Control, Ethical Obligation, Self-Identity, Face Saving, Group Conformity' and 'Purchase Intention'

To perceive the relationship between *attitude, subjective norm, perceived behavioral control, ethical obligation, self-identity, face saving, group conformity* (independent variable) and *purchase Intention* (dependent variable), multi regression analysis was carried out - the result is shown in Table 5-4.

Table 5-4. Multi Regression Analysis

Model	Unstandard Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta(β)		
(Constant)	8.755E-17	.052		.000	1.000
Attitude	.262	.090	.262	2.900	.004
Subjective Norm	-.074	.079	-.074	-.932	.353
Perceived Behavioral Control	.072	.060	.072	1.192	.235
Ethical Obligation	.283	.080	.283	3.547	.000
Self-Identity	.255	.077	.255	3.316	.001
Face Saving	-.073	.079	-.073	-.920	.359
Group Conformity	.103	.071	.103	1.456	.147
Dependent Variable: Purchase Intention R ² =.514, F=27.086, P=.000					

Note: *** P<0.001, ** P<0.01

The result of multi regression analysis showed five independent variables (attitude, subjective norm, perceived behavioral control, ethical obligation, self-identity, face saving, and group

conformity) explained 51.4% of the variance in individual's purchase intention toward eco-bags ($R^2=.514$, $F=27.086$, $P<0.001$).

The result showed that *attitude*, *ethical obligation* and *self-identity* were significantly and positively related to purchase intention of eco-bags. Purchase intention of eco-bags was influenced by attitude ($\beta=.262$, $P<0.01$), ethical obligation ($\beta=.283$, $P<0.001$) and self-identity ($\beta=.255$, $P<0.01$). In other words, consumers with a positive attitude toward eco-bags, high concerns about the environment and with an ethical obligation to overcome environmental issues tend to have higher purchase intentions.

These three variables (attitude, subjective norm and perceived behavioral control) known as variables of the TPB model, which is widely used to measure purchase intention, were not, with the exception of attitude, significantly associated with purchase intention of eco-bag.

Subjective norm and perceived behavioral control have no direct influence on the purchase intention toward eco-bags. This means the other variables, for example ethical obligation and

self-identity, are needed for better understanding, especially related to the purchase intention of environmental products. “Subjective norm is less pertinent in the prediction of intention because this measure is concerned with a more remote concept, that is what important others think, an issues which may be particularly relevant in this behavioural context where research has found that individuals are often isolated in their ethical concerns (Shaw & Clarke 1999).”

And in the same vein, perceived behavioral control (PBC) have no influence on the purchase intention toward eco-bags. PBC refers to one’s perception of whether he or she possesses the resources, such as money, time, and skills, needed to perform a particular behavior. But if the subject of study is related to the environmentally friendly things (e.g. eco-bag), the most important factor could be whether the product is eco-related things or not compare to the other resources like money or time. This result is as same as the previous research from Shaw and Shiu (2003) and Koh and Noh (2009) which investigated consumers’ behavioral intention toward green product.

But 'ethical obligation' and 'self-identity' were significantly and positively related to purchase intention of eco-bags. This results are congruent with the previous research of Shaw and Shiu (2000; 2002; 2003) who relied on ethical obligation and self-identity to interpret the purchase intention with regard to eco-products. This research confirmed that consumers who are more concerned about environmental issues, and have more social responsibility for environmental care have higher purchase intention of eco-bags, a type of eco-friendly product. Ozcaglar et al. (2006), and Huh (2011) also employed ethical obligation, and self-identity as important variables to measure purchase intention of ethical products, like environmentally friendly products in agriculture and other sectors. In previous studies, researchers revealed eco-consumers have high concerns regarding environmental issues. Increasing interest in environmental issues seems to be connected with increasing purchases of eco-friendly fashion products.

'face saving' and 'group conformity' were not significantly and directly related to purchase intention of eco-bags. This results have shown conflicting results of Lee (1990), who insisted

considerable influence of Confucian culture values -face saving and group conformity-. This can be interpreted that individualism Western culture based has weakened our unique traditional characteristic in Korea society. Assuming Lee (1990) insisted their theory about 25 years ago, we now live in urbanized and westernized society.

According to the result of multi regression analysis (Table 5-4),

H1: Attitudes will positively affect purchase intention of eco-bag. H1 was supported.

H2: Subjective norm will positively affect purchase intention of eco-bag. H2 was rejected.

H3: PBC will positively affect purchase intention of eco-bag. H3 was rejected.

H4: Ethical obligation will positively affect purchase intention of eco-bag. H4 was supported.

H5: Self-identity will positively affect purchase intention of eco-bag. H5 was supported.

H8: Face saving will positively affect purchase intention toward eco-bag. H8 was rejected.

H9: Group conformity will positively affect purchase intention toward eco-bag. H9 was rejected.

5.4.2. Relationship between 'Face Saving, Group Conformity' and 'Attitude'

To investigate the relationship between face-saving and group conformity (independent variables) and attitude (dependent variable), multi-regression analysis was carried out and the result is shown in Table 5-5.

Table 5-5. Multi Regression Analysis for H6, H7

Model	Unstandard Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta(β)		
(Constant)	-7.595E-17	.066		.000	1.000
Face Saving	.093	.084	.093	1.105	.271
Group Conformity	.377	.084	.377	4.477***	.000
Dependent Variable: Attitude R ² =.194, F=22.212, P=.000					

Note: *** P<0.001

The result of multi-regression analysis revealed that two independent variables (face saving and group conformity) explained 19.4% of the variance in consumers attitude toward eco-bags (R²=0.194, F=22.212, P<0.001).

The results showed that group conformity was positively associated with attitude toward eco-bags. Group conformity which is one of the normative factor had influence on purchase

intention by affecting a positive attitude toward eco-bag ($\beta=0.377$, $P<0.001$). Especially, this research confirmed that acquaintances and media channels are the primary source of information toward eco-bag. When making the purchase of eco-bag, one of the key motivations is the fact that people want to follow the same purchase through the acquaintances or celebrities in the media. Consumers formed positive attitude of eco-bag through 'the other group people' and it is enough to result in a purchase. This means that as other individuals purchase more eco-bags, the group's attitude toward eco-bags will become more positive.

But face saving did not have an effect on consumers' attitudes toward eco-bags. Face saving has a stronger influence on the attitude and purchase intention of products that are more expensive and more visible (Jin and Kang, 2010; Lee, 1990). As this study revealed, most purchases of eco-bags were priced in the 5 to 30 USD range, rather than the more expensive price range. Moreover, eco-bags are, by nature, pushed more for their environmental value than for socioeconomic prominence. For these reasons, face-saving variables were proven to not have a

great affect on consumers' attitude and purchase intention of eco-bag.

According to the result of multi regression analysis (Table 5-5),

H6: Face saving will positively affect attitude toward eco-bag.

H6 was rejected.

H7: Group conformity will positively affect attitude toward eco-bag. H7 was supported.

5.5. The Result of Hypothesis

The results of the data analysis suggested shown in the table below.

Table 5-6. The result of hypothesis

Hypothesis	Result
H1 (Attitude → Purchase Intention)	Supported
H2 (Subjective Norm → Purchase Intention)	Rejected
H3 (Perceived Behavioral Control → Purchase Intention)	Rejected
H4 (Ethical Obligation → Purchase Intention)	Supported
H5 (Self-Identity → Purchase Intention)	Supported
H6 (Face Saving → Attitude)	Rejected
H7 (Group Conformity → Attitude)	Supported
H8 (Face Saving → Purchase Intention)	Rejected
H9 (Group Conformity → Purchase Intention)	Rejected

CHAPTER 6.

CONCLUSION AND IMPLICATION

In this chapter, the conclusion for each research issue is summarized. The implications for the research findings and for furthering understanding of the research problem are explored. In addition, limitations of the thesis required have been discussed.

6.1. Conclusion

Due to growing international concern regarding issues such as climate change and global warming, consumers are becoming increasingly open to spending extra money to help in preserving their environment through less wasteful manufacturing practices. In past years the sale of environmentally friendly items, such as reusable shopping bags, mugs and non-plastic food containers

has soared. The fashion industry is no exception. Despite the growing interest at home and abroad, few studies have sought to examine the factors influencing eco-friendly fashion consumers in Korea. More importantly, and perhaps more distressing, there is a severe lack of quantitative empirical research regarding the purchase intention of environmentally friendly fashion products.

In past years, the sale of eco-bags - so called eco-friendly bags - have become an increasingly popular trend. Compared with other eco-friendly fashion products, eco-bags are spectacularly popular fashion product not merely in Korea, but internationally. Should our research be able to explain why people are so interested in purchasing eco-bags, as well as what kind of variables significantly affect purchase intention of eco-bags, lessons-learned will be applicable in improving the standing of other eco-friendly fashion products.

This study has examined the factors effecting female Korean consumers' purchase intention regarding eco-bags. To understand which factors have influenced the consumer in purchasing eco-bags, a revised TPB model (1991) included Lee's

model (1990) and Shaw and Shiu (2001) is provided as a research archetype. The survey was distributed via an online survey channel, and data was collected from respondents who have knowledge of eco-bags. Respondents were all females whose age ranged from 20 through 59 and ultimately 187 samples were used in this experiment.

The research aimed to explain the purchase intention of eco-bag with respect to Korean consumers. In attempting to achieve this goal, this study chose seven variables - attitude, subjective norm, perceived behavioral control, ethical obligation, self-identity, face-saving and group conformity - to understand consumers' purchase intention. The specific objectives of this study are (a) to discover demographic characteristic of eco-bag consumers; (b) to collect consumer's consumption experiences with regard to eco-bags; and (c) to examine what type of variables have a positive affect on consumers' purchase intention.

The result of this research can be summarized as follows.

6.1.1. Experience of Purchasing Eco-bag

Of respondents participating in this study, 58% have eco-bag purchase experience. This figure is almost triple the number exemplified in previous research (Huh, 2011), in which only 22.6% had purchase experience. This means that consumers' access to eco-fashion products is increasing through the powerful eco-bag trend. Above all, 66% of young people in their twenties have eco-bag purchase experience a significantly higher statistic compared with the upper strata of our research demographic, 30 to 60 year-old respondents. This result is, in large part, due to influence from celebrities and advertisements. Famous individuals seem to set fashion trends for younger generations, influencing attitudes and pushing many young people mimic their choice of clothing style and accessories. The more frequently young people encounter celebrities carrying eco-bags on their shoulders, the more comfortable they will become with the trend, and the higher the probability they will engage in the purchase of their own eco-bag (DonaA News, 2014).

The majority of consumers (73%) has purchased eco-bags once or twice; most commonly in the 5 to 30 USD price range. While most eco-bag consumers have purchased bags in the under-thirty price range, one notable exception is that 20% of consumers, age 20 to 29, have bought eco-bags priced over 30 USD. Age groups over 30, however, almost never have purchased outside the average 5 to 30 USD price range. Thus, we know the twenties demographic is willing to spend far more on eco-bags than other age groups. A similar point was reached by a DongA News article (July, 2014) in mentioning eco-bags which sold out within moments of being stocked on the shelves because of their appearance in scenes with a famous actress, despite the fact the bags were from an expensive foreign fashion brand. Thus it seems fair to say that twenty year-old consumers have presided over and ruled this eco-bag trend.

Of this study's respondents, 47% said they purchased eco-bags because of their good design; 32% because it was an eco-friendly product; 10% because of quality; 4% because of the brand; and 3% because they received a recommendation from acquaintances or salespeople. As articulated above, it is important to notice that

eco-bags have sold because of their design; this stands in stark contrast to previous research. Han, et al., (2013) posited that consumers do not wish to buy environmentally friendly fashion products because of their bad design. Han, et al. (2013) believed that people find eco-friendly fashion products inadequate with regard to quality, price, variety and, above all else, design. But our study disagrees as most eco-bag consumers sought out products for their design. This means that eco-bags, as a type of environmental fashion product, have overcome the weakness of the eco-fashion design sector. Moreover, Herald News (June, 2014) mentioned that eco-bags have become more and more in style since many industry-leaders have released impressive individual designs. When people purchase fashion products design is, has been, and will always be the decisive factor because of its visibility. Thus, a good design for eco-bags must be used in conjunction with a positive eco-friendly message to entice consumers.

Thirty-seven percent of respondents learned of eco-bag through their family or friends, and 31% discovered the trend through media - television, the Internet, news or magazines. This result

indicates that the role of close personal relationship would be important in becoming interested in eco-bags. Koreans in Confucian culture tend to place an emphasis on one's affiliation with a community and harmony with other community members (Hofstede, 2001; Lee, 1990). This is why family members or friends, and media channels are the important source to get the information about eco-bag to follow the people's purchasing behaviour.

And the reason for the increasing number of eco-bag consumers in Korea is good-looking design, not necessarily the need for eco-bags. It happens to be the case that their quest for satisfaction has led to eco-friendly consumption this may have important implications for burgeoning the popularity of eco-fashion. To be a mainstream industry the eco-fashion industry must move beyond the stereotypical views of 'old-fashioned' and 'shabby shape'.

6.1.2. Factors influencing the Purchase Intention of Eco-bag

Among presented variables, attitude toward eco-bags, ethical obligation, self-identity have had a positive effect on the purchase intention toward eco-bag. Consumers who have more positive attitudes regarding eco-bag, higher concern and feelings of responsibility and one's view on environmental issues have a higher purchase intention.

The attitude variable has the same effect on purchase intention as same as previous research has exemplified, which have revealed consumer behavior to eco-friendly products using the attitude variable. Therefore, the masses possessing a positive attitude about eco-fashion is very important in improving the eco-fashion industry through continued environmental education.

Ethical obligation and self-identity, which are put forth by Shaw and Shiu (2000), specifically to measure eco-friendly products, retained powerful influence on consumers' purchase intention toward eco-bags. This study reached the same conclusion as previous research in that it revealed consumers who have high

concern and feelings of responsibility regarding environmental issues were more willing to purchase eco-friendly products (Huh, 2011; Ozcaglar et al., 2006; Shaw and Shiu, 2001). This result is, in many ways, unsurprising the modus operandi of eco-bags, as a type of eco-fashion, is, after all, to propose eco friendly consumption.

Ultimately, positive attitudes, interest in and responsibility of environmental issues prove to play a pivotal role in purchase intention for eco-bags. Moreover, group conformity, a paramount Confucian cultural value, has a significant effect.

Among the three normative factors (subjective norm, face saving and group conformity) only group conformity had a indirect influence on purchase intention. This result is partly supported in Lee's (1990) previous study, in which he insisted the powerful influence of face-saving and group conformity on purchase intention. Lee asserted that Confucian cultures in East Asian countries are significantly different from Western countries in terms of constructs of collectivism and individualism (Hofstede, 1980; Lee, 1990). While face-saving exerts more influence in the

purchase of socially visible and more expensive products, such as clothing, foreign brand jeans (Jin and Kang, 2010; Lee, 1990), face saving has no influence on the purchase intention of eco-bag due to their low price point.

Although the influence of face-saving was diminished in this study, group conformity, another Confucian variable, was still a major influence on attitude toward eco-bag. This study found that group conformity is a powerful predictor of Korea women's attitude with regard to eco-bags. This finding reflects that people wish to sympathize with a fashion trendsetter's group by also carrying eco-bags, a vogue fashion trend of the times. People have a positive attitude through their group pushing them to make a purchase decision, or they make an indirect purchase decision based on the motivation their group toward the product at hand.

6.2. Implication for Academic

This research investigates the purchase intention regarding eco-bags, and the implication for this theory is discussed below.

First, this study provides a revised composite model from the integration of three existing models to better understand the eco-bag trend in its entirety. This research suggests that an integrated model is particularly appropriate for eco-products in the fashion industry. Therefore, this study can be considered a good step forward in realizing and improving previous research models by creating a compound model for interpreting and understanding consumer behavior.

Secondly, this study attempts to measure what types of variables have an affect on the purchase intention of Korea women in regard to eco-bag, and to analyze its influence on each variable. Variables that have qualified in previous research studies - attitude, subjective norm, perceived behavioral control, ethical obligation, self-identity, face-saving, and group conformity - were used to measure purchase intention of this environmentally

friendly fashion product. In this study, consumer's internal reflection on environmental issues and Confucian cultural values were discovered with respect to purchase intention of environmentally friendly fashion products, eco-bags in particular. It is a realistic approach to investigate the effect of each variable so that it can be applied to a similar experiment of other products in the eco-friendly fashion industry.

Third, this research identified relative influence from the three normative factors - subjective norm, face-saving, and group conformity. Subjective norm is widely used to measure purchase intention and purchasing behavior in many countries across the world, face-saving and group conformity, on the other hand, are unique variables applied to countries with strong Confucian sociocultural roots. These three normative factors were included in this research model to better understand what kind of normative factors have effect on eco-products. Among the three normative factors, only group conformity had a significant influence on attitude of eco-bag. Thus we can cautiously conclude that female Korean consumers are strongly motivated in positive attitude of eco-bag by their peers. This result is partly

supported by Lee's model (1990) and thus we can posit that Confucian cultural archetypes are diminishing with Western influence.

Forth, purchase intention of eco-fashion products was strongly affected by consumer's internal feelings toward environmental issues and the responsibility to improve the environment. The traditional TPB model had limits in its ability to understand the behavioral intention of eco-fashion consumers. Thus, in this research project, a modified TPB was employed: these modifications included ethical obligation and self-identity and were used to better explain the behavioral intention of Korean women. Environmental-related variables will continue to become of increasing importance, as people around the world quickly realize the seriousness of environmental problems and interest in these issues will continue to increase. Therefore this model has importance in academically understanding eco-fashion consumers.

6.3. Implication for practice

In this section, some practical strategies will be suggested for the eco-bag market and eco-fashion industry.

This study found attitude toward eco-bags, ethical obligation, self-identity, and group conformity to be significant variables that can have an effect on the purchase intention for eco-bags. These results stand in contrast to the other studies regarding consumer behavior in the eco-fashion product arena. Purchase intention of eco-bags, as an environmental fashion product, should be understood in other contexts, allowing one to not only understand consumer behavior regarding eco-bags, but also provide implications for improving purchase intention of other eco-fashion products.

First, individuals who have a more positive *attitude* toward eco-bag have a higher purchase intention toward eco-bag. Therefore, fashion marketers and retailers should improve the consumers' attitude through education of sustainable consumption to increase buying eco-fashion product.

Secondly, fashion marketers and retailers need to promote environmental concern and responsibility. This study supports the idea that *ethical obligation* and *self-identity* are a powerful structure in explaining consumer behavior toward purchasing eco-bag; for many, the purchase of eco-friendly fashion products is viewed as integral social responsibility, and important for sustainable consumption. Accordingly, marketers and retailers should focus their attention on messages that emanate "environmental value" by encouraging eco-fashion marketing when advertising products. Ultimately, this means that should fashion advertisements be able to successfully portray their products as eco-friendly, it will lead to an increase of interest and consumption.

Third, *group conformity* had influence on purchase intention by affecting a positive attitude toward eco-bag. Thus we can say that as consumers become highly involved with replicating the choices of their peers, there will be an increase in the purchase of eco-bags and other eco-fashion products. This is an important point for marketers and retailers: focusing on group conformity will create positive results. For example, viral

marketing or advertising campaigns could be highly effective by defining the image of 'the group'. That is, campaigns that make the eco-bag image increasingly high profile would play on the need to be one with the group - e.g. "Everyone else has an eco-bag, I need one too!".

Finally, this survey's results indicate that the majority of respondents purchased eco-bags for their good *design*. It is, once again, worth noting what this means for the eco-fashion industry. Previous studies, thus far, have revealed that consumers associated eco-fashion with bad design and an expensive price. The eco-bag trend, on the other hand, has transcended these stereotypes of environmental goods and has resulted in much attention. Fashion products, unlike many other goods, are highly visible, and are therefore a portrayal of one's outward expression of oneself. Thus, it goes without saying that eco-fashion, like other fashions, should focus on its design characteristics. If eco-fashion is able to appeal through its design, competitive price and eco-friendliness, purchase intention among the masses will increase drastically.

6.4. Limitations and Areas for Further Research

In this section, limitations of this study are discussed, and further research is suggested.

Firstly, the data set is unlikely to be completely representative since it is based on a small number of samples collected with convenience sampling. Future development will allow researchers to evaluate a larger number and boarder range of respondents to provide a better representation of the relevant consumer base.

Eco-bags are a hot trend worldwide, even more so in Korea. This study focused on understanding consumers' purchase intention toward eco-bags. However, eco-bags are only one type of eco-fashion product, and cannot be representative of the eco-fashion industry in its entirety. Further research should be undertaken to obtain more conclusive information. For example, a comparative study on eco-bags and other eco-fashion products could result in more popularization for the eco-fashion industry.

Moreover, it would be worthwhile to better understand the

difference in consumer value regarding eco-fashion and traditional fashion products. In this research, those between the ages of 20 and 29 purchased the most expensive eco-bags, compared to other age groups. Should we be able to better understand their consumption value toward both traditional and eco fashion, marketers would be better able to make inroads on improving interest in eco-friendly fashion.

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[Appendix 1] IRB Approval

심의면제통보서

수신	책임연구자	성명	이다인	소속	의류학과	직위	학생
	지원기관						
면제 번호	SNUIRB No. E1410/001-013						
연구과제명	에코백의 구매의도(Face-saving? Group conformity? Subjective norm? Purchase Intention of Korean Consumer toward Eco-bag)						
연구종류	대면하지만 개인식별정보를 수집 기록하지 않는 연구						
면제일자	2014 년 10 월 13 일						

상기 연구과제에 대하여 본 위원회에서는 심의면제대상임을 확인합니다.

※ 모든 연구자들은 아래의 사항을 준수하여야 합니다.

- 1) 연구자께서는 제출하신 계획서에 따라 연구를 수행하여야 하며, 이와 다르게 연구를 진행하실 경우 다시 심의를 진행하셔야 함을 유의하시기 바랍니다.
- 2) 위원회의 요구가 있을 때에는 연구의 진행과 관련된 보고를 위원회에 제출하여야 합니다.
- 3) 연구윤리를 위하여 관련부처가 필요시 조사 및 감독 차원에서 현장점검을 실시할 수 있습니다.
- 4) 연구와 관련된 기록은 연구가 종료된 시점을 기준으로 최소 3년간 보관하여야 합니다.

2014 년 10 월 13 일

서울대학교 생명윤리심의위원회 위원장



[Appendix 2] English Questionnaire

Questionnaire Survey on
**'Purchase Intention of Korean women
aged 20s to 50s toward Eco-bag'**

This survey aims to investigate purchase intention of eco-bag. Please provide the most suitable answer(s) for each question. **All data collected will be kept strictly confidential and will only be used for academic research purpose.**



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I. This survey includes some questions to see what you are thinking of eco-bag. Please rate your agreement on the following statements using 1 (strongly disagree) to 7 (strongly agree).

Please express your agreement on the following sentences.		Strongly disagree			Neu-tral	Strongly agree		
1.	Purchasing eco-bag is desirable.	①	②	③	④	⑤	⑥	⑦
2.	Purchasing eco-bag is pleasant.	①	②	③	④	⑤	⑥	⑦
3.	Purchasing eco-bag is worthwhile.	①	②	③	④	⑤	⑥	⑦
4.	Purchasing eco-bag is favorable.	①	②	③	④	⑤	⑥	⑦
5.	Most people who are important to me think that I should buy eco-bag.	①	②	③	④	⑤	⑥	⑦
6.	Most people who are important to me want me to buy eco-bag.	①	②	③	④	⑤	⑥	⑦
7.	I feel pressured by my relatives to buy eco-bag.	①	②	③	④	⑤	⑥	⑦
8.	For me, purchasing eco-bag is easy because it is easy to find.	①	②	③	④	⑤	⑥	⑦
9.	For me, purchasing eco-bag is easy because it has many kinds of products.	①	②	③	④	⑤	⑥	⑦
10.	For me, purchasing eco-bag is easy because it is not expensive.	①	②	③	④	⑤	⑥	⑦
11.	For me, purchasing eco-bag is easy because it is easy to obtain information.	①	②	③	④	⑤	⑥	⑦

12.	I feel that I have an ethical obligation to support buying eco-bag.	①	②	③	④	⑤	⑥	⑦
13.	I feel that I have an ethical obligation to buy eco-bag.	①	②	③	④	⑤	⑥	⑦
14.	I feel that I help the environment as a member of society by purchasing eco-bag.	①	②	③	④	⑤	⑥	⑦
15.	I think eco-bag to be appropriate for my life.	①	②	③	④	⑤	⑥	⑦
16.	I think eco-bag to be appropriate for my values.	①	②	③	④	⑤	⑥	⑦
17.	I think eco-bag goes well with my image.	①	②	③	④	⑤	⑥	⑦
18.	I think eco-bag goes well with my characteristic.	①	②	③	④	⑤	⑥	⑦
19.	Purchasing eco-bag has relation to my face with people who know me.	①	②	③	④	⑤	⑥	⑦
20.	I purchase eco-bag because it makes me seem conscious.	①	②	③	④	⑤	⑥	⑦
21.	Purchasing eco-bag would be influenced by whether owning it would improve my reputation with the other people.	①	②	③	④	⑤	⑥	⑦
22.	If lots of people buy eco-bag, I would buy more.	①	②	③	④	⑤	⑥	⑦
23.	Purchasing eco-bag would be influenced by how many people have bought it.	①	②	③	④	⑤	⑥	⑦
24.	Purchasing eco-bag would be influenced by whether owning it would make me fit in with other people.	①	②	③	④	⑤	⑥	⑦

3-2. How many times did you buy eco-bag?

- ① One time ② Two times ③ Three times
④ Four times ⑤ More than five times

**3-3. What was the median price of eco-bag
when you purchased?**

- ① Less than \$5 ② \$5 ~ Less than \$10 ③ \$10 ~ Less than \$20
④ \$20 ~ Less than \$30 ⑤ \$30 ~ Less than \$50
⑥ \$50 ~ Less than \$100 ⑦ More than \$100

**3-4. What was the highest price of eco-bag
when you purchased?**

- ① Less than \$5 ② \$5 ~ Less than \$10 ③ \$10 ~ Less than \$20
④ \$20 ~ Less than \$30 ⑤ \$30 ~ Less than \$50
⑥ \$50 ~ Less than \$100 ⑦ More than \$100

3-5. Why did you buy eco-bag? What was the reason(s)?

(You can choose more than 1 answer)

- ① Good quality
- ② Good design
- ③ Well-known brand product
- ④ Eco-friendly product
- ⑤ Recommendation from acquaintances of salesperson

3-6. At the first time, through what channel

did you get the information of eco-bag?

- ① Through the people around like family or friends etc.
- ② Through the mass media like TV, internet, news, magazine etc.
- ③ Through the education like school class, seminar etc.
- ④ Received free eco-bag from
during the brand promotion or campaign
- ⑤ Others ()

4-4. Job:

- ① Unemployed ② Full-time homemaker ③ Student
- ④ Office worker ⑤ Profession ⑥ Service sector
- ⑦ Other

4-5. Average income of whole family per month:

- ① Less than \$2,000 ② \$2,000~ Less than \$4,000
- ③ \$4,000~ Less than \$6,000 ④ \$6,000~ Less than \$8,000
- ⑤ \$8,000~ Less than \$10,000 ⑥ More than \$10,000

[Appendix 3] Korean Questionnaire

안녕하세요. 본 설문지는 **에코백의 구매의도에 영향을 미치는 요인**에 대한 자료를 얻기 위한 것입니다. 응답에는 옳고 그른 것이 없으니 귀하께서 평소 생각하시는 것을 솔직하게 답해 주시기 바랍니다.

본 조사의 참여는 자발적으로 이루어지며, 귀하의 응답에 대한 비밀 유지를 위해 비공개적으로 진행됩니다. 또한 수집된 귀하의 응답 자료는 학문적 연구목적으로만 사용될 것을 약속드리며, 여러분의 많은 참여를 부탁드립니다. 연구에 협조해 주셔서 진심으로 감사드립니다.

연구에 대한 의문사항이 있으시면 언제든지 연락바랍니다. 감사합니다.



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I. 다음은 귀하께서 에코백에 대해 전반적으로 느끼는 생각을 알아보기 위한 문항들입니다. 각 문항마다 귀하의 생각과 일치하는 곳에 “√”표 해 주십시오.

다음 문항에 대하여 귀하가 동의하는 정도를 체크하여 주세요.		전혀 그렇지 않다			보통 이다	매우 그렇다		
		①	②	③		④	⑤	⑥
1.	에코백을 구매하는 일은 바람직하다.	①	②	③	④	⑤	⑥	⑦
2.	에코백을 구매하는 일은 즐거운 일이다.	①	②	③	④	⑤	⑥	⑦
3.	에코백을 구매하는 일은 가치 있는 일이다.	①	②	③	④	⑤	⑥	⑦
4.	나는 에코백을 구매하는 일에 대해 호의적이다.	①	②	③	④	⑤	⑥	⑦
5.	나의 주변사람들은 내가 에코백을 구매해야 한다고 생각한다.	①	②	③	④	⑤	⑥	⑦
6.	나의 주변사람들은 내가 에코백을 구매하기를 원하고 있다.	①	②	③	④	⑤	⑥	⑦
7.	나는 주변사람들로부터 에코백을 구매해야 한다는 부담감을 느낀다.	①	②	③	④	⑤	⑥	⑦
8.	주위에서 에코백을 찾는 것은 어렵지 않기 때문에 내가 에코백을 구매하는 것은 쉽다.	①	②	③	④	⑤	⑥	⑦
9.	에코백은 많은 종류가 있기 때문에 내가 에코백을 구매하는 것은 쉽다.	①	②	③	④	⑤	⑥	⑦
10.	에코백은 가격이 저렴하기 때문에 내가 에코백을 구매하는 것은 쉽다.	①	②	③	④	⑤	⑥	⑦
11.	에코백에 대한 정보가 많기 때문에 내가 에코백을 구매하는 것은 쉽다.	①	②	③	④	⑤	⑥	⑦
12.	나는 에코백의 구매를 지지함으로써 윤리적 책임을 다할 수 있다고 느낀다.	①	②	③	④	⑤	⑥	⑦

13.	나는 에코백을 구매함으로써 윤리적 책임을 다할 수 있다고 느낀다.	①	②	③	④	⑤	⑥	⑦
14.	나는 에코백을 구매함으로써 사회구성원으로 공익에 일조하고 있다고 느낀다.	①	②	③	④	⑤	⑥	⑦
15.	에코백은 나의 라이프스타일에 잘 맞는다고 생각한다.	①	②	③	④	⑤	⑥	⑦
16.	에코백은 나의 가치관에 잘 맞는다고 생각한다.	①	②	③	④	⑤	⑥	⑦
17.	에코백은 나의 이미지에 어울린다고 생각한다.	①	②	③	④	⑤	⑥	⑦
18.	에코백은 나의 특성과 잘 맞는다고 생각한다.	①	②	③	④	⑤	⑥	⑦
19.	에코백을 구매하는 것은 나를 아는 사람들에게 대한 나의 체면과 관련 있다.	①	②	③	④	⑤	⑥	⑦
20.	나는 다른 사람들에게 좀 더 지각 있는 사람으로 보이기 위해 에코백을 구매 한다.	①	②	③	④	⑤	⑥	⑦
21.	에코백의 구매 행동은 그 제품이 나를 아는 사람들에게 나를 돋보이게 하느냐에 영향을 받을 것이다.	①	②	③	④	⑤	⑥	⑦
22.	에코백을 구매할 때, 얼마나 많은 사람들이 에코백을 구매했느냐에 영향을 받을 것이다.	①	②	③	④	⑤	⑥	⑦
23.	많은 사람들이 에코백을 구매하게 된다면, 나도 더 많이 구매할 것 같다.	①	②	③	④	⑤	⑥	⑦
24.	에코백의 구매는 그 제품을 내가 사용할 때, 다른 사람들과 얼마나 비슷하게 보이느냐에 영향을 받을 것이다.	①	②	③	④	⑤	⑥	⑦

Ⅱ. 다음은 향후 윤리적 상품 구매의도에 관한 질문입니다.

각 문항마다 귀하의 생각과 일치하는 곳에 “√”표 해 주십시오.

다음 문항에 대하여 귀하가 동의하는 정도를 체크하여 주세요.		전혀 그렇지 않다			보통 이다	매우 그렇다		
1.	나는 앞으로 윤리적 상품을 구매할 의향이 있다.	①	②	③	④	⑤	⑥	⑦
2.	나는 앞으로 윤리적 소비를 하려고 노력할 것이다.	①	②	③	④	⑤	⑥	⑦

Ⅲ. 다음은 귀하의 에코백 소비 현황에 관한 문항들입니다.

자료는 통계처리를 위한 목적으로만 사용되므로 안심하시고, 빠짐없이
기입해주시기 바랍니다.

3-1. 귀하께서는 에코백을 구매한 경험이 있으십니까?

- ① 네 ② 아니오

→ ‘② 없다’를 선택하신 분들은 ‘3-7’ 문항으로 넘어가시기 바랍니다.

3-2. 구매한 경험이 있으시다면, 에코백을 구매한 총 횟수는
대략 얼마나 되십니까?

- ① 1회 ② 2회 ③ 3회 ④ 4회 ⑤ 5회

3-3. 구매한 에코백의 평균 가격은 얼마였습니까?

- ① 5천원 미만 ② 5천원 ~ 1만원 미만 ③ 1만원 ~ 2만원 미만
④ 2만원 ~ 3만원 미만 ⑤ 3만원 ~ 5만원 미만
⑥ 5만원 ~ 10만원 미만 ⑦ 10만원 이상

3-4. 구매한 에코백의 최고 가격은 얼마였습니까?

- ① 5천원 미만 ② 5천원 ~ 1만원 미만 ③ 1만원 ~ 2만원 미만
④ 2만원 ~ 3만원 미만 ⑤ 3만원 ~ 5만원 미만
⑥ 5만원 ~ 10만원 미만 ⑦ 10만원 이상

3-5. 에코백을 구매하게 된 이유는 무엇입니까? (복수선택 가능)

- ① 상품의 품질(quality)이 좋아서
- ② 상품의 디자인이 마음에 들어서
- ③ 상품의 브랜드가 마음에 들어서
- ④ 친환경 상품이기 때문에
- ⑤ 판매사원, 혹은 주변인의 권유로
- ⑥ 기타 ()

3-6. 에코백을 처음으로 접하게 된 계기는 어떤 경로를 통해서 입니까?

- ① 가족 및 친구 등 주변 사람들을 통해서
- ② TV, 인터넷, 신문, 잡지 등 대중매체를 통해서
- ③ 학교 수업 및 세미나 등 교육을 통해서
- ④ 브랜드 프로모션의 일환으로 나누어준 공짜 에코백을 받아서
- ⑤ 기타 ()

4-3. 귀하의 최종학력은?

- ① 고등학교 졸업 ② 대학교 재학
- ③ 대학교 졸업 ④ 대학원 재학 이상

4-4. 귀하의 직업은?

- ① 무직 ② 전업주부 ③ 학생
- ④ 일반사무직 ⑤ 전문직 ⑥ 서비스직 ⑦ 기타

4-5. 귀하 가족 전체의 월 평균 총 수입은 얼마입니까?

- ① 200만원 미만 ② 200 ~ 400만원 미만
- ③ 400 ~ 600만원 미만 ④ 600 ~ 800만원 미만
- ⑤ 800 ~ 1,000만원 미만 ⑥ 1,000만원 이상

국문 초록

전 세계적으로 환경 문제는 이제 더 이상 미룰 수 없는 인류의 과제가 되었다. 소비자들이 환경 문제에 대해 관심을 가짐에 따라 그들이 소비하는 생활용품 역시 점차 환경에 무해한 혹은 덜 유해한 친환경 제품으로 변화하고 있다. 이러한 ‘친환경 열풍’에 패션산업 역시 예외는 아니다. 친환경에 대한 소비자들의 관심이 증가함에 따라 의류 시장에도 친환경의 잣대를 요구하는 소비자들이 많아졌다. 하지만 아직까지도 다른 산업군에 비해 패션산업은 친환경 행보가 더딘 편이다. 선행 연구에 결과에 따르면 소비자들은 친환경 패션상품을 가격이 높고 그 디자인이 유행에 맞지 않는 것으로 인지하고 있음일 확인하였다 (Han et al, 2009; Tack, 2005).

하지만, 친환경 가방으로 잘 알려진 에코백은 친환경 패션산업을 주도하고 있는 동시에 유행을 선도하는 패션 아이템으로 손꼽히고 있다. 이러한 에코백 열풍은 비단 한국에 국한된 것이 아니라 전 세계적인 유행으로 자리 잡고 있다. 따라서 본 연구에서는 소비자들의 에코백 소비 현황 및 구매의도를 파악하였다. 에코백의 구매의도에 유의한 영향을 미치는 변수들을 파악하는 것은 향후 친환경 의류산업의 활성화에도 시사점을 줄 수 있으리라 생각한다.

에코백 열풍을 보다 효과적으로 설명하기 위하여 기존의 계획된 행동 이론 모델(Theory of Planned Behavior(TPB) model)을 수정하여 통합 모델을 제시하였다. 통합 모델을 통한 연구 결과에 따르면 소비자들의 ‘집단 동조성’이 에코백에 대한 긍정적인 태도를 형성하는 데에 유의한 영향을 미치는 것으로 나타났다. 또한 ‘에코백에 대한 태도’, ‘도덕적 의무’, 그리고 ‘자아 동일성’은 에코백의 구매의도에 유의한 영향을 미쳤다. 즉, 소비자들이 에코백에 대해서 긍정적인 태도를 가지고 있을수록, 환경문제에 대하여 높은 관심이 있으며 도덕적 책임의식을 갖고 있을수록 에코백의 구매의도가 높아짐을 확인하였다. 이 뿐만 아니라 본 연구에서 사용된 세 가지의 사회적 변수인 ‘주관적 규범’, ‘체면’, ‘집단 동조’ 중 집단 동조성만이 에코백에 대한 태도에 영향을 미치며 구매의도에 간접적으로 영향을 주는 것을 알 수 있었다.

본 연구는 친환경 제품인 에코백의 구매의도에 영향을 미치는 요인을 체계적으로 분석하고자 통합 모델을 제시하였다는 점에서 의의를 갖는다. 또한 이를 바탕으로 한 결과는 패션산업의 마케터에게 의미 있는 시사점을 주고 있다. 친환경 패션상품의 마케터들은 소비자들에게 지속가능한 소비의 중요성에 대해 교육할 필요가 있으며, 이를 통해 친환경 패션에 대하여 긍정적인 태도를 갖도록 해야 한다. 또한 친환경 제품의 구매를 촉진하기 위하여 ‘환경적 가치’의 메시지에 집중하여 광고 전략을 구성해야 할 것이다. 그리고 소비자들의 집단 동조의식을 잘 활용 할 수

있는 바이럴 마케팅이나 광고 전략을 전개해야함을 확인하였다.

본 연구의 결과가 친환경 패션의 대중화에 실질적인 기여를 할 수 있기를 기대한다.