

# ANTECEDENTS TOWARDS CONSUMER PURCHASE INTENTION FOR UP-CYCLING CLOTHING: REFERENCE TO WESTERN PROVINCE IN SRI LANKA

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## 1. Introduction

There are many waste and environmental disasters in the fashion industry; although up-cycle is a good solution, there is a problem that needs to be more familiar towards the up-cycled fashion industry in Sri Lanka. Currently, there are many environmental issues due to the apparel industry's waste. Department of Census and Statistics in Sri Lanka has estimated that there is a higher population in the Western province than in other provinces of Sri Lanka. IQair website has ranked the western province as the most polluted province than others. Therefore, this study may contribute to reducing the environmental impact of the apparel industry by finding antecedents toward consumers' purchase intention for upcycling clothing in the Western province of Sri Lanka.

## 2. Research Methodology

A quantitative survey was carried out, and data were collected from Western province people who are not purchasing upcycling clothing and living in Western province. The purposive sampling technique was used, and 270 usable responses were collected through a self-administrated questionnaire. Data analysis was performed using the SPSS 21 version.

## 3. Findings and Discussion

Findings emphasized that environmental knowledge, environmental concern, perceived behavioural control, and attitude positively impact consumer purchase intention for upcycling clothing, where environmental knowledge has the most significant impact than other variables. However, subjective norms did not reveal any impact on consumer purchase intention for upcycling clothing in the Western province.

## 4. Conclusion and Implications

When managers make marketing strategies, they should consider this study's variable for increasing the upcycling clothing industry. Managers can recommend environmental education to increase peoples' awareness by providing enough information regarding the eco-friendly nature of upcycling clothing by eco labeling and green certificates. Marketers can promote environmental concerns through advertising, marketing campaigns, and environmental education programs. Policymakers in this sector must think so that the environment can be protected from being harmed by textile products. Markers can create confidence to purchase upcycling clothing and conduct awareness programs about consumers' capabilities, available resources and time for creating the willingness to buy upcycling clothing than normal garment clothing.

**Keywords:** Apparel industry, Purchase Intention, Upcycling Clothing.