

Factors Influencing Consumers' Purchase Decision of Bio-textile Fashion Products in Bangkok

ปัจจัยที่มีอิทธิพลต่อการตัดสินใจเลือกซื้อผลิตภัณฑ์แฟชั่นสิ่งทอชีวภาพ ของผู้บริโภคในกรุงเทพมหานคร

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Received: August 19, 2025

Revised: September 8, 2025

Accepted: September 8, 2025

Abstract

This research investigates the factors that affect consumers' purchasing decisions regarding bio textile fashion products in Bangkok, focusing on specific objectives (1) to examine consumer attitudes toward bio textiles and their impact on purchase intentions; (2) to investigate environmental awareness and its effect on purchase intentions for bio textile fashion products; and (3) to analyze the influence of perceived product value on purchase intentions for bio textile fashion products. This study examined the factors affecting consumers' purchasing decisions regarding bio-textile fashion products in Bangkok, including their attitudes toward bio-textiles, environmental awareness, and perceived product value. Data were collected through an online questionnaire distributed via social media platforms, specifically Facebook and Line, involving a sample of 400 respondents. The findings indicated that consumers demonstrated a positive attitude toward bio-textile fashion products and a high level of environmental awareness. However, multiple regression analysis revealed that only perceived product value significantly predicted purchase intention ($\beta=0.638$, $p < 0.001$), while consumer attitude and environmental awareness showed no significant effects.

Keywords: Bio-textile Fashion Products; Purchase Decision; Bangkok; Perceived Value

บทคัดย่อ

งานวิจัยเรื่อง ปัจจัยที่มีอิทธิพลต่อการตัดสินใจเลือกซื้อผลิตภัณฑ์แฟชั่นสิ่งทอชีวภาพของผู้บริโภคในกรุงเทพมหานคร มีวัตถุประสงค์ของการวิจัย (1) เพื่อศึกษาทัศนคติของผู้บริโภคต่อสิ่งทอชีวภาพที่มีอิทธิพลต่อความตั้งใจซื้อผลิตภัณฑ์แฟชั่นสิ่งทอชีวภาพ (2) เพื่อศึกษาความตระหนักรู้ด้านสิ่งแวดล้อมที่มีอิทธิพลต่อความตั้งใจซื้อผลิตภัณฑ์แฟชั่นสิ่งทอชีวภาพ และ (3) เพื่อศึกษาการรับรู้คุณค่าผลิตภัณฑ์ที่มีอิทธิพลต่อความตั้งใจซื้อผลิตภัณฑ์แฟชั่นสิ่งทอชีวภาพ การศึกษาวิจัยครั้งนี้เป็นการศึกษาเชิงปริมาณ (Quantitative Research) โดยมุ่งเน้นศึกษาปัจจัยที่มีอิทธิพลต่อการตัดสินใจเลือกซื้อผลิตภัณฑ์แฟชั่นสิ่งทอชีวภาพของผู้บริโภคในกรุงเทพมหานคร ทัศนคติของผู้บริโภคต่อสิ่งทอชีวภาพ ความตระหนักรู้ด้านสิ่งแวดล้อม และการรับรู้คุณค่าของผลิตภัณฑ์ โดยมีการเก็บข้อมูลโดยใช้แบบสอบถามออนไลน์ (Online Questionnaire) ผ่านช่องทางโซเชียลมีเดีย ได้แก่ Facebook และ Line จำนวน 400 คน จากผลการวิจัยพบว่า ทัศนคติที่มีต่อผลิตภัณฑ์แฟชั่นสิ่งทอชีวภาพอยู่ในระดับมาก ผลการวิเคราะห์ถดถอยพหุคูณแสดงให้เห็นว่า มีเพียงการรับรู้คุณค่าของผลิตภัณฑ์ เท่านั้นที่ส่งผลต่อความตั้งใจซื้ออย่างมีนัยสำคัญทางสถิติที่ระดับ 0.001 ($\beta=0.638$, $p < 0.001$)

คำสำคัญ: ผลิตภัณฑ์แฟชั่นสิ่งทอชีวภาพ; การตัดสินใจซื้อ; กรุงเทพมหานคร; การรับรู้คุณค่า



Introduction

The fashion industry significantly impacts the global economy and shapes individual lifestyles. Nonetheless, it is acknowledged as one of the sectors with the most significant environmental impact (Kline, 2001). Traditional textile production processes necessitate substantial natural resources, including water, energy, and chemicals, leading to water and air pollution, along with hazardous waste that adversely affects ecosystems and human health (Fletcher, 2008; Niinimäki et al., 2020).

The growth of fast fashion has intensified overproduction and consumption, resulting in significant textile waste and ongoing strain on natural resources. Large-scale cotton cultivation requires significant water resources, the chemical processes in dyeing produce contaminated wastewater, and the use of synthetic fibers from petroleum results in non-biodegradable materials (Niinimäki et al., 2020).

A global movement toward sustainability in the fashion industry has emerged in response

to these issues. Consumers increasingly prioritize environmentally friendly products and seek alternatives that reduce environmental impact (McDonough & Braungart, 2002; Joy et al., 2012). Bio-textiles represent a significant response to this movement, defined by their biodegradability and composition from natural materials, including plant-based fibers like organic cotton, linen, and hemp, as well as recycled materials (Fletcher, 2008). Bio-textiles have the potential to mitigate environmental damage, minimize the reliance on hazardous chemicals, and promote sustainable resource use.

Numerous countries worldwide have actively encouraged sustainable fashion consumption. In France, luxury brands such as Chanel have transitioned to using eco-friendly materials. Chanel's 2023 Sustainability Report highlights the advancement of circular systems, environmental restoration, and the empowerment of women (Chanel, 2023). In Italy, entities like Sistema Moda Italia and Camera Nazionale della Moda Italiana are instrumental

in advancing sustainability within the textile and fashion industries. In 2023, Sistema Moda Italia co-hosted the 2nd Venice Sustainable Fashion Forum and released the “Just Fashion Transition 2023” report, which examines sustainability strategies in the Italian and European fashion sectors (Sistema Moda Italia, 2023).

In Thailand, the bio-textile fashion product market is in its nascent phase but demonstrates growth potential, especially in urban centers like Bangkok. Bangkok is a multifaceted and contemporary city that incorporates international trends (Bangkok Metropolitan Administration, 2024). Kasikorn Research Center (2022) indicates that Thai consumers, particularly those in urban areas, are becoming more conscious of environmental issues, mainly due to exposure via social media, online platforms, and activities that promote sustainability. Despite increasing awareness, the determinants affecting the purchase intention of bio-textile fashion products are not well understood, especially among consumers in Bangkok.

To address this research gap, the present study focuses on three independent variables—attitude, environmental awareness, and perceived value—that have been widely recognized in consumer behavior and sustainability research. According to the Theory of Planned Behavior (Ajzen, 1991), attitude is a fundamental determinant of purchase intention. Environmental awareness, as emphasized by Schahn and Holzer (1990) and Stern et al. (1999), captures consumers’ ecological knowledge and concern in shaping their buying behavior. Finally, perceived value, as conceptualized by Zeithaml (1988), is central to explaining why consumers choose sustainable products, as it reflects their evaluation of the trade-off between benefits and costs. Together,

these variables provide a coherent framework for examining purchase intentions toward bio-textile fashion products in Bangkok.

This study examines three primary factors: consumer attitudes toward bio-textiles, which influence purchase decisions; environmental awareness, potentially shaped by digital media, education, or personal experience; and product value perception regarding benefits, safety, and sustainable image. Prior studies across different contexts have demonstrated that consumer attitude remains a central predictor of purchase intention, as emphasized in the Reasoned Action Approach (Fishbein & Ajzen, 2010; Ajzen, 2020). Empirical evidence further supports this relationship in sustainable and green product contexts (Paul, Modi, & Patel, 2016; Joshi & Rahman, 2019). The fashion industry has the potential to enhance environmental awareness via accessible platforms, including online campaigns, influencer participation, and corporate social responsibility initiatives, while effectively communicating environmental concerns. This can stimulate consumer interest and encourage behavioral shifts consistent with sustainability principles.

Additionally, consumer awareness of product benefits, including their contribution to environmental sustainability and support for organic agriculture, significantly influences purchase intentions. The study titled “Factors Influencing Consumer Decisions to Purchase Bio-Textile Fashion Products in Bangkok” is significant for comprehending consumer behavior. This serves as a guideline for fashion industry stakeholders in developing products and marketing strategies that meet the demands of environmentally conscious consumers, promoting the sustainable growth of the bio-textile fashion market in Thailand (Kasikorn Research Center,

2022).

Objective

1. To analyze consumers' perceptions of bio-textiles and their impact on the purchasing intentions for bio-textile fashion products.
2. To examine the relationship between environmental awareness and the purchasing intentions associated with bio-textile fashion products.
3. To examine how the perception of product value affects the purchase intentions of bio-textile fashion products.

Literature review

Concepts and Theories

This study examines consumer behavior that affects the intention to purchase bio-textile fashion products. The analysis relies on a conceptual framework consisting of three independent variables: (1) consumer attitudes towards bio-textiles, (2) environmental consciousness, and (3) perceived product worth, which subsequently influence the dependent variable, specifically the intention to purchase bio-textile fashion products.

1. Concepts and Theories About Consumer Attitudes Toward Bio-Based Textiles

Solomon (2017) characterizes "attitude" as an individual's favorable or unfavorable assessment of an object, person, or concept, manifested through emotions, beliefs, and behavioral intentions. If consumers perceive bio-textiles as environmentally sustainable, high-quality, and safe, they are more inclined to endorse and intend to acquire these products. In line with the Reasoned Action Approach, attitudes remain central predictors of purchase intention (Fishbein & Ajzen, 2010; Ajzen, 2020). Empirical

studies further confirm this association in the context of green and sustainable consumption (Paul, Modi, & Patel, 2016; Joshi & Rahman, 2019).

2. Concepts and Theories About Environmental Awareness

Environmental awareness is often explained through the Value-Belief-Norm (VBN) theory, which emphasizes that ecological concern arises from personal values and moral obligations (Stern, 2000). Consumers with strong environmental consciousness tend to demonstrate responsible purchasing behaviors, particularly toward products with reduced ecological impacts (Bamberg & Möser, 2007). Recent studies further confirm that green awareness significantly drives sustainable purchase decisions (Joshi & Rahman, 2015).

3. Concepts and Theories About Perceived Product Value

Zeithaml (1988) characterizes "perceived value" as the consumer's assessment of the benefits obtained relative to the costs incurred. Consumers evaluate if bio-based products offer environmental benefits, safety, and ethical qualities that warrant their cost (Dangelico et al., 2022; Intrasangk et al., 2020).

4. Concepts and Theories About Purchase Intention for Bio-Based Fashion Products

Fishbein and Ajzen (2010) assert that purchase intention reflects an individual's preparedness or inclination to engage in a particular behavior when the opportunity arises. It functions as a robust predictor of actual behavior, particularly when shaped by attitudes, values, or perceived product value (Balasubramanian & Sheykhmaleki, 2024).

Related Research

Thanomchit, J., Buncharoemchai, C., & Titiseng, T. (2024). conducted a study titled “Factors Influencing Consumer Purchase Decisions of Sustainable Fashion Products in Bangkok.” This study investigates the impact of personal factors, attitudes, and the marketing mix on consumers’ purchasing decisions related to sustainable fashion products. The population and sample comprised respondents aged 18 and older residing in Bangkok who had previously purchased sustainable fashion items. Data were gathered through an online questionnaire comprising 400 samples. The findings indicated that personal factors, including gender, age, income, education, and occupation, did not significantly influence purchase decisions regarding sustainable fashion products. Behavioral factors significantly influenced purchase decisions, while knowledge and emotional factors had no impact. The marketing mix (7Ps) indicates that product, price, and promotion significantly influence purchase decisions. Distribution channels, personnel, physical environment, and processes did not have a significant impact on consumer choices. Price, behavior, promotion, and product attributes are the primary factors affecting consumer purchase decisions regarding sustainable fashion products.

Pacharapant Thiansiri (2022) examined the factors influencing the purchase intention of sustainable fast fashion clothing among consumers in Bangkok and its metropolitan areas. This study sought to examine consumer behavior and attitudes regarding the intention to purchase sustainable fast fashion clothing. The study population and sample comprised consumers from Bangkok and its adjacent metropolitan areas. The data collection involved an online questionnaire administered to 432 respondents. Findings

indicated that demographic factors, including gender, age, education level, average monthly income, and occupation, exhibited variations in purchase intention and environmental awareness. External stimuli factors positively influenced the mediating variables as per the theory of planned behavior. Environmental awareness and perceived environmental benefits significantly influenced consumers’ perceived behavioral control and attitudes. Risk perception negatively influenced attitudes. Consumer attitudes significantly influenced purchase intentions for sustainable fast fashion clothing in Bangkok and its metropolitan area.

Singh and Verma (2017) conducted an empirical investigation into consumers’ willingness to pay for organic clothing in India. This research aimed to analyze consumers’ willingness to pay for organic fashion products within the Indian context, emphasizing factors that influence sustainable fashion purchasing behavior. The sample comprised urban Indian consumers with knowledge of organic products, spanning multiple age groups. Data were gathered through structured questionnaires. The findings indicated that environmental awareness and perceived product value significantly enhance consumers’ willingness to pay for organic fashion products. This was especially evident among consumers who recognized the environmental consequences of the fashion industry and regarded organic clothing as possessing ethical and health benefits. Moreover, product efficacy, confidence, and brand image were identified as factors influencing willingness to pay. Environmental awareness was identified as the primary factor influencing organic fashion purchase decisions among the sample.

5. Research Hypotheses

Based on the conceptual framework and literature review, the following hypotheses are proposed:

H1: Consumer attitude toward bio-textiles has a positive and significant influence on purchase intention.

H2: Environmental awareness has a positive and significant influence on purchase intention.

H3: Perceived product value has a positive and significant influence on purchase intention.

Conceptual Framework

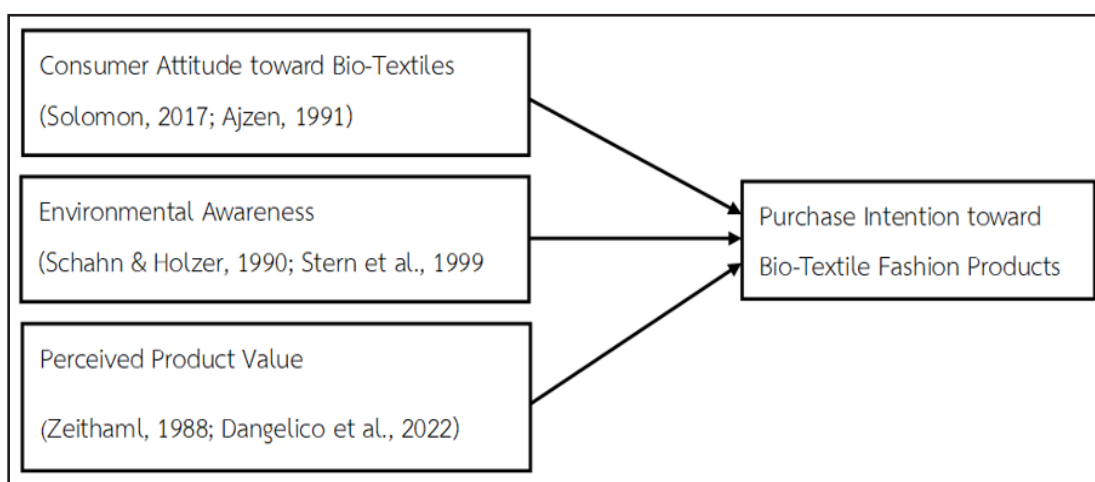


Figure 1 Factors Influencing Consumers' Purchase Decision of Bio-textile Fashion Products in Bangkok
Source. Adapted from Fishbein and Ajzen (2010); Ajzen (2020); Stern (2000); Bamberg and Möser (2007); Joshi and Rahman (2015); Balasubramanian and Sheykhmaleki (2024).

Methodology

This research employs a quantitative approach to investigate the factors influencing consumers' purchasing decisions for bio-textile fashion products in Bangkok. The literature review identifies the independent variables as consumer attitudes toward bio-textiles, environmental awareness, and perceived product value. The dependent variable is the intention to purchase bio-textile fashion products.

Population and Sample

The research sample comprises consumers residing in Bangkok and its metropolitan area who have previously purchased bio-textile

fashion products. Convenience sampling, a form of non-probability sampling, was utilized. The sample size comprises 400 respondents, determined through Cochran's formula for an unspecified population size, utilizing a 95% confidence level and a 5% margin of error (Krejcie & Morgan, 1970, p. 74). Data were collected using an online questionnaire disseminated through social media platforms, including Facebook and Line. However, the use of convenience sampling represents a methodological limitation, as the sample may not be fully representative of the broader consumer population in Bangkok. Therefore, the generalizability of the findings should be interpreted with caution.

Research Tools

This study utilized an online questionnaire as the data collection instrument. The instrument was developed through the following steps: Examining pertinent research, literature, and theoretical frameworks, including consumer behavior and purchase decision theory (Solomon, 2018), green marketing (Peattie & Crane, 2005), the Reasoned Action Approach (Fishbein & Ajzen, 2010; Ajzen, 2020), and the Value-Belief-Norm (VBN) theory (Stern, 2000; Bamberg & Möser, 2007; Steg & Vlek, 2009).

The questionnaire was structured into four sections. Section 1: screening questions include whether the respondent has purchased bio-textile products and their residence in Bangkok. Section 2: demographic information of respondents, encompassing gender, age, occupation, and income levels. Section 3: inquiry into purchasing behavior. And Section 4: questions evaluating purchase intention for bio-textile fashion products, assessed through a 5-point Likert rating scale (Likert, 1967), with five indicating Strongly Agree, 4 indicating Agree, 3 indicating Neutral, 2 indicating Disagree, and one indicating Strongly Disagree. The evaluation of content validity was conducted by three experts, resulting in an Index of Item-Objective Congruence (IOC) of 0.95 (Rovinelli & Hambleton, 1977).

Reliability testing involved administering the questionnaire to a pilot group consisting of 30 participants. Cronbach's Alpha coefficient was calculated to be 0.97, signifying a high level of reliability (Cronbach, 1951).

Data Collection

Data were collected through the administration of an online questionnaire distributed via popular social media platforms,

specifically Facebook and Line. These platforms were selected due to their extensive user base in Thailand, particularly within the Bangkok metropolitan area, which increases the likelihood of reaching the target population efficiently.

The online distribution method facilitated broad accessibility, allowing respondents to complete the questionnaire at their convenience while ensuring cost-effectiveness and time efficiency in data gathering. Nevertheless, the exclusive reliance on online distribution may introduce sampling bias, favoring more technologically adept respondents, which should be acknowledged as a limitation of the study.

Statistical Analysis

Data collected using questionnaires were analyzed using descriptive and inferential statistics to align with the research objectives, as follows: (1) descriptive Statistics, this analysis was used to describe the general characteristics of the sample. Frequency, percentage, mean, and standard deviation were used to summarize the demographic data of the respondents, including gender, age, occupation, and monthly income. Key research variables included attitudes toward biotextiles, environmental awareness, product value perception, and purchase intention (Malhotra, 2010) (2) multiple Linear Regression Analysis (MRI) was used to study the effects of independent variables, namely attitude toward biotextiles, environmental awareness, and perceived product value, on purchase intentions for biotextile fashion products. The steps were as follows: Step 1: Data Inspection and Preparation. Outliers and missing data were examined to ensure data accuracy, completeness, and readiness for analysis. Linear regression assumptions were also examined, including linearity, normality of

residuals, and homoscedasticity (Hair et al., 2014).

Step 2: Multicollinearity Diagnosis, Tolerance and Variance Inflation Factor (VIF) were used to examine the relationship between independent variables. The criteria were: tolerance must be greater than 0.10 and VIF must be less than 10 (Hair et al., 2014; Klayya Vanichbancha, 2006), with a value below 5 considered very good according to O'Brien's (2007) guidelines. This ensures that the independent variables do not have data redundancy issues.

Step 3: Model Estimation, use the Enter Method to input all variables simultaneously to determine the regression coefficient (B), standard error, and statistical significance level (p-value) for each independent variable. And step 4: Hypothesis Testing, to consider whether to accept or reject the hypothesis based on the specified statistical significance level ($p < 0.05$). Independent variables with p-values below the threshold are considered to have a significant influence on purchase intention (Field, 2013).

Result

Demographic Profile of Respondents

The study found that the majority of the sample was female, accounting for 49.1%, followed by males at 27.5%, and LGBTQ at 23.3%. In terms of age, the majority of the sample was between 18 and 24 years old, accounting for 45.2%, followed by 25-39 years old at 39.2%, and 40-54 years old at 10.2%. The majority

were students, accounting for 49.1%, followed by company employees, accounting for 28.0%, and traders, accounting for 14.9%. The majority had an average monthly income of less than or equal to 15,000 baht, accounting for 31.3%, followed by 15,001-30,000 baht, accounting for 29.3%, and 30,001-45,000 baht, accounting for 22.6%. 100.0% of the total sample had purchased bio-textile fashion products, and all lived in Bangkok or its vicinity.

According to a survey on purchasing behavior of biotextile fashion products, the majority of the sample learned about the products through social media (56.8%), followed by recommendations from acquaintances (32.5%), and outdoor media such as billboards/storefronts (10.7%). The most common reasons for purchasing biotextile fashion products were: Product quality was 40.2%, followed by product beauty at 32.5%, and reusability at 15.6%. The majority of the sample bought biotextile fashion products every month at 47.9%, followed by every 3 months at 29.0%, and every year at 14.9%. On average, they bought 1 item at a time at 50.6%, followed by 2 items at 31.3%, and 3 items at 18.1%. The majority of the sample bought biotextile fashion products regularly, namely Adidas at 65.5%, followed by Stella McCartney at 15.6%, and PANGAIA at 8.9%.

Objective 1: To analyze consumers' attitudes toward bio-textiles and their impact on purchase intentions

Table 1*Mean and Standard Deviation of Consumers' Attitudes toward Bio-Textiles*

Order	Consumer Attitude	$\bar{X}$	SD	Interpretation	Rank
1	Beliefs about the product	3.50	0.96	High	2
2	Feelings toward the product	3.54	0.93	High	1
3	Intention to use and support the product	3.62	0.73	High	3
4	Overall	3.55	0.74	High	

Overall, respondents reported a high level of positive attitude toward bio-textiles ($\bar{X}$ =3.55). The highest-rated component was intention ($\bar{X}$ =3.62), followed by feelings ($\bar{X}$ =3.54) and

beliefs ($\bar{X}$ =3.50). However, regression analysis (Table 5) indicated that consumer attitude did not significantly predict purchase intention (p =0.094).

Objective 2: To examine the relationship between environmental awareness and purchase intentions

Table 2*Presents the mean and standard deviation of environmental awareness.*

Order	environmental awareness	$\bar{X}$	SD	Interpretation	Rank
1	Concern about the environmental impact of fashion	3.85	0.90	High	1
2	Knowledge of environmental issues	3.70	0.94	High	3
3	Feeling of participation in environmental conservation	3.75	0.89	High	2
	Overall	3.77	0.66	High	

From Table 2, it was found that overall environmental awareness was at a high level (mean=3.77). The issue that attracted the most attention was concern about the environmental impact of fashion (mean=3.85), indicating that

consumers are aware of their role in reducing environmental impact through their purchasing choices.

Objective 3: To analyze the influence of perceived product value on purchase intentions

Table 3*Presents the mean and standard deviation of perceived product value.*

Order	Perceived Product Value	$\bar{X}$	SD	Interpretation	Rank
1	Product Price	4.05	0.87	High	1
2	Benefits received from the product	3.91	0.95	High	2
3	Customer service	3.79	0.91	High	3
4	Distribution channels	3.76	0.91	High	4
5	Experience from using the product	3.47	0.89	High	5
	Overall	3.79	0.62	High	

Table 3 shows that the perceived value of bio-based textile products is at a high level (mean=3.79). Among the components, consumers placed the most significant importance on price

(mean=4.05) and benefits received (mean=3.91), which aligns with buying decision characteristics that emphasize value for money.

Table 4

Presents the mean and standard deviation of purchase intention toward bio-based textile fashion products.

Order	Purchase Intention	$\bar{X}$	SD	Interpretation	Rank
1	Intend to purchase when the opportunity arises	3.85	0.82	High	1
2	Recommend to others to purchase	3.60	0.95	High	2
3	Likely to repurchase / Have the tendency to buy again	3.58	0.91	High	3
	Overall	3.68	0.71	High	

From Table 4, the purchase intention of the sample group is at a high level ($\bar{X}$ =3.68), with the highest scored item being the intention to

purchase when given the opportunity ($\bar{X}$ =3.85), which indicates a positive trend toward consuming bio-textile products in the future.

Table 5

Shows the multiple regression analysis between consumer attitudes, product value perception, and environmental awareness to purchase bio-textile fashion products.

Independent Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (β)	t	Sig.	Tolerance	VIF	Interpretation
(Constant)	0.718	0.218	–	3.298	0.001	–	–	–
Consumer Attitude (sum att)	0.070	0.042	0.062	1.676	0.094	0.978	1.02	Not supported
Environmental Awareness (samavn)	0.050	0.064	0.045	0.788	0.431	0.410	2.43	Not supported
Perceived Product Value (samod)	0.629	0.056	0.638	11.137	<0.001	0.407	2.45	Supported

Model Summary: R = 0.684, R² = 0.468, Adjusted R² = 0.464, Std. Error = 0.668

From Table 5, the multiple regression results show that perceived product value is the only variable with a statistically significant effect at the 0.001 level ($p\text{-value} < 0.001$) and has the highest coefficient ($B=0.629$), indicating it has the most significant influence on purchase intention. Meanwhile, consumer attitudes toward bio-based textiles ($p\text{-value}=0.094$) and environmental awareness ($p\text{-value}=0.431$) are not statistically significant at the 0.05 level, indicating no significant impact on purchase intention in this model.

These findings align with Zeithaml's (1988) theory, which states that consumers generally make purchase decisions based on the perceived value received from the product.

Discussions

The research indicated that the sample population in the Bangkok metropolitan area exhibited a strong positive attitude toward bio-based textile fashion products, particularly in terms of their intention to use and promote these items. This indicates a favorable trend in both behavioral and emotional aspects. The multiple regression analysis indicated that of the independent variables examined—consumer attitudes toward bio-based textiles, environmental awareness, and perceived product value—only perceived product value demonstrated a statistically significant impact on purchase intention at the 0.001 level ($\beta=0.638$, $p < 0.001$).

The findings support Zeithaml's (1988); Sweeney & Soutar (2001) concept, indicating consumers make purchase decisions based on their perceived value, encompassing utility, quality, service, or price. The perception of value in bio-based textile fashion products is a critical factor that encourages sustainable consumption behavior, surpassing the influence of abstract

attitudes or knowledge. Despite high average levels of consumer attitudes and marketing communications, their impact on purchase intention was not statistically significant in the regression model. This suggests that these factors may not be sufficiently robust to effectively influence purchasing behavior, aligning with Reasoned Action Approach (Fishbein & Ajzen, 2010; Ajzen, 2020) that actual behavior is contingent upon more than just internal intentions, including social support, accessibility, and direct consumer experience.

Compared with prior studies, these findings reveal both similarities and differences. Thanomchit et al. (2024) found that consumer attitude and environmental awareness significantly influenced purchase intention, while this study showed these factors, though rated highly, were not significant predictors. Context may explain the difference: nationwide consumers versus Bangkok respondents, who appear more price-sensitive and value-oriented. Similarly, Thiansiri (2022) highlighted environmental consciousness as a driver of green consumption among youth, yet the present study suggests Bangkok consumers prioritize tangible product value over abstract concerns.

The minimal influence of environmental awareness on purchase intention may indicate a disconnect between the communicated messages and the values held by the target consumer group. Future research should examine the communication structure, including channels, audience segments, and content formats, to more effectively convey the product's value.

Limitations of the Study

This study has several limitations. First, convenience sampling restricts representativeness

and limits generalizability. Second, reliance on online channels (Facebook and Line) may bias the sample toward more technologically adept consumers. Third, the cross-sectional design prevents capturing changes in attitudes or behaviors over time. Future studies should consider probability sampling, include offline data collection, or adopt longitudinal designs to improve external validity.

Recommendation

Recommendations for Practitioners

Businesses should communicate the real benefits of bio-based textile fashion products by emphasizing cost-effectiveness, durability, comfort, and affordability. Providing opportunities for engagement, such as trials or participatory campaigns, can strengthen consumer confidence. Marketing efforts must link sustainability with tangible consumer value, combining environmental benefits with personal incentives like savings, quality, and uniqueness.

Recommendations for Future Research

Future studies should explore the multidimensional nature of perceived value, including functional, emotional, and symbolic aspects, through qualitative methods. Replicating this study in different cultural or geographic contexts could reveal behavioral differences. Longitudinal research is also needed to track changes in consumer attitudes and purchase intentions over time.

Policy and Multi-Stakeholder Collaboration

Policymakers should introduce supportive measures, such as tax incentives or subsidies, to stimulate bio-based textile production and consumption. Collaboration between government, industry, and academia can strengthen consumer education and awareness campaigns. Such partnerships would create a more supportive ecosystem for the sustainable bio-textile market.



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