
Investigating Consumers' Purchase Intentions Toward Jute Blended garments



Presented by-

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01

Introduction

JUTE(Golden fiber)

A natural, low-cost, bast fiber

- ✓ Biodegradable
- ✓ Superior Strength
- ✓ High Moisture Regains.

(Gokarneshan et al., 2019; Singh et al., 2019)



Reasons for not making garments

- Meshy structure,
- stiffness,
- poor elasticity
- susceptibility to rot attack

How to overcome?

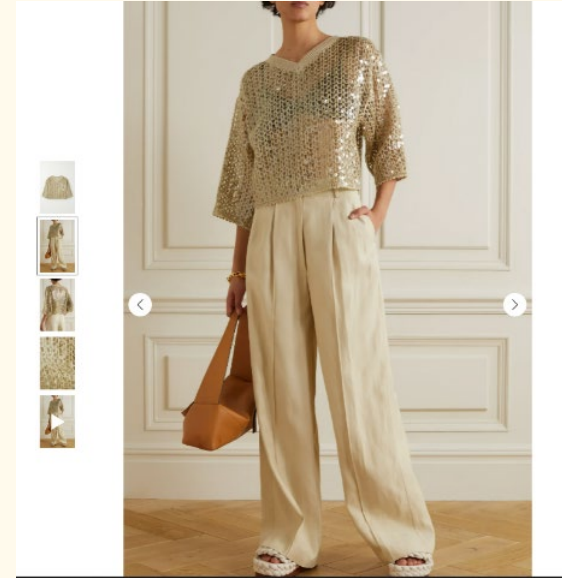
- Blending with other fibers
- Finishing
(e.g. Mechanical, Chemical, etc.)

Jute Blended Garments

JUTE BLENDED GARMENTS

Items of garments that cover the body which is made by blending jute with other fibers like cotton, polyester, and rayon for the betterment of their physical properties.

- ❖ Prabha Mohanty - pioneer
- ❖ 'Raw Romance' collection by Donna Karan, Lakme Fashion Week, Celtic fusion (Brand)



The sari I am wearing now is made by jute said Prime Minister Sheikh Hasina while addressing a programme marking the National Jute Day 2017.



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Problem Statement

Only studied consumer behavior toward jute bags mostly (Dasgupta, 2020; Hassan & Das, 2021) and found positive attitudes and purchase intentions towards it.

A lack of research addressing consumer attitudes and purchase intentions of jute blended garments.

Need of this study

- Jute blended garments are sustainable in terms of environmental friendliness, and affordability.
- Fashion needs mass acceptance so it is vital to know consumers' attitudes and purchase intention

The purpose of the study is

- ❖ to examine how consumers perceive functional (perceived fit and perceived comfort of jute blended garments), Expressive (environmental friendliness and uniqueness of jute blended garments), and aesthetic (the aesthetic quality of jute blended garments) factors of jute blended garments,
- ❖ to investigate how these perceptions influence consumers' attitudes, which in turn influence their purchase intentions toward jute blended garments,
- ❖ to investigate how consumers' subjective norms influence their purchase intentions toward jute blended garments,

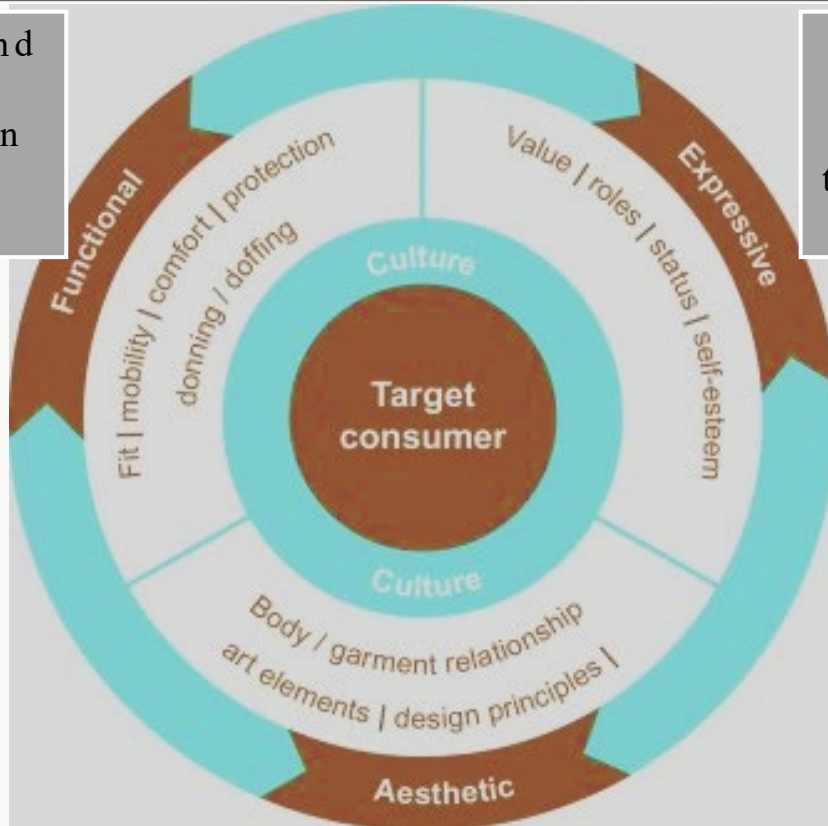
by using **both the Functional, Expressive, and Aesthetic (FEA) model** (Lamb & Kalla, 1992) and **the theory of reasoned action (TRA)** (Fishbein & Ajzen, 1975).

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**THEORETICAL
BACKGROUND**

Functional, Expressive, and Aesthetic (FEA) Model

Structural and decorative construction of the garments



Symbolic aspects of garments that conveys messages

Good visual design

Figure: FEA consumer needs model

(Lamb and kalla, 1992)

Theory of Reasoned Action (TRA)

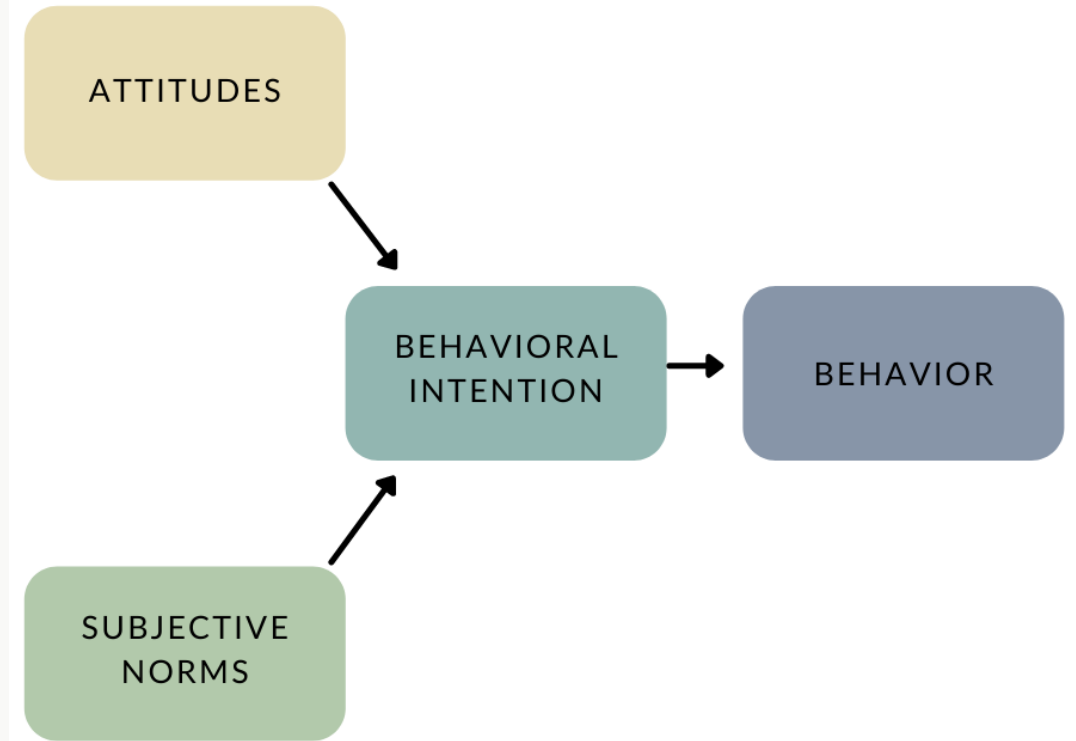


Figure: Theory of Reasoned Action

(Fishbein & Ajzen, 1975)

Functional Perception

Fit

The way jute blended garments will **hang on the body** by creating a **balance** (Cui et al., 2021; Hernández, 2018; Talbot, 1943).

Comfort

Pleasant psychological and physiological state based on the **human sensory response to the harmony** between a body and jute blended garments (Bhatia & Malhotra, 2016; Das & Alagirusamy, 2011; Scott, 2009).

H1: Consumers' perceived functional attributes of jute blended garments, in terms of (a) perceived **fit and (b) perceived **comfort**, will **positively influence** their **attitudes** toward jute blended garments.**

04 Expressive Perception

Environment Friendliness

how well jute blended garments **minimize the impact on the environment**

Uniqueness

how distinct jute blended garments are from other garments (Banik et al., 2003; Sahu et al., 2017).

H2: Consumers' perceived expressive attributes of jute blended garments, in terms of (a) **perceived environment-friendliness and (b) perceived **uniqueness** of jute blended garments, will **positively influence** their **attitudes** toward jute blended garments.**

04 Aesthetic Perception

Aesthetic Attributes

Consumers' **anticipation** regarding the overall color, pattern, details, styling, and fabrication of the jute blended garment to **evaluate its whole aesthetics** (Chattaraman & Rudd, 2006; Hwang et al., 2016).

H3: Consumers' perceived aesthetic attributes of jute blended garments will **positively influence** their **attitudes** toward jute blended garments.

Consumers' Attitudes, Subjective norms and Purchase Intentions

Attitude: Consumers' **cognitive and behavioral component** (Altmann, 2008) that is an integration of emotional feelings, and respond favorably or unfavorably (Asiegbu et al., 2012) to jute blended garments **after making** an assumptive **comprehensive evaluation** about it.

Purchase Intention: The **possibility** of a consumer to **plan and decide** to buy jute blended garments **after a general evaluation** of the product (Dodds et al., 1991; Hsu, 1987).

H4: Consumers' **attitude** toward jute blended garments will positively influence their **purchase intention** towards jute blended garments

Consumers' Attitudes, Subjective norms and Purchase Intentions

Subjective Norms: Consumers' prevalent behavioral standard that measures perceived social pressure (Venkatesh & Davis, 2000; Wu & Chen, 2014) for motivation to comply with this pressure and for making a behavioral decision towards jute blended garments (Ajzen, 1991; de & Vandenbosch, 2017; Hiller Connell & Kozar, 2012).

H5: Consumers' subjective norms will positively influence their purchase intention toward jute blended garments.

Conceptual Framework

Functional Perception

- Perceived fit of jute blended garments
- Perceived comfort of jute blended garments

H1a

H1b

Expressive Perception

- Perceived environmental friendliness
- Perceived uniqueness of jute blended garments

H2a

H2b

Aesthetic Perception

- Perceived aesthetic attributes of jute blended garments

H3

Consumers' attitudes toward jute blended garments

H4

Consumers' purchase intentions toward jute blended garments

H5

Consumers' subjective norms towards jute blended garments

05 Method

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Research Design

- Quantitative research
- A questionnaire was constructed through Qualtrics by using and modifying previously developed measurement scales.
- **Target population** – Undergraduate students from the College of Human Science of a southeastern university (Convenience sample)
- Students were invited through their course instructors as an opportunity to gain extra credits.

Data Collection

The survey was administered through Qualtrics

Participants took the survey in person

- Read the description of jute blended garments and saw the images.
- Watched brief video of the production
- Touched and felt the fabric swatches
- Looked and checked the garments on the dress form
- Then the next three parts of the survey measured consumers' FEA perception of jute blended garments and the rest three parts measured their attitude, subjective norms, and purchase intention. Demographic and personal information of the participants at the end.
- Took 3 weeks to collect data

DATA ANALYSIS

Sample size – 148

(Provides acceptable margin of error)

Mean age – 20.38 years

Gender - Majority female (139)

Class standing – Mostly
sophomore (29.7%) and junior
(35.1%)



DATA ANALYSIS

- **Exploratory factor analysis (EFA)**- to check the dimensionality of the items (construct validity).

All above 0.70 except one item from fit variable

- **Factors created** from groups of the items that are free of low loading and cross-loading issues.

- **Cronbach's α value for each factor were 0.7 or above that ensures internal consistency reliability for each factor**

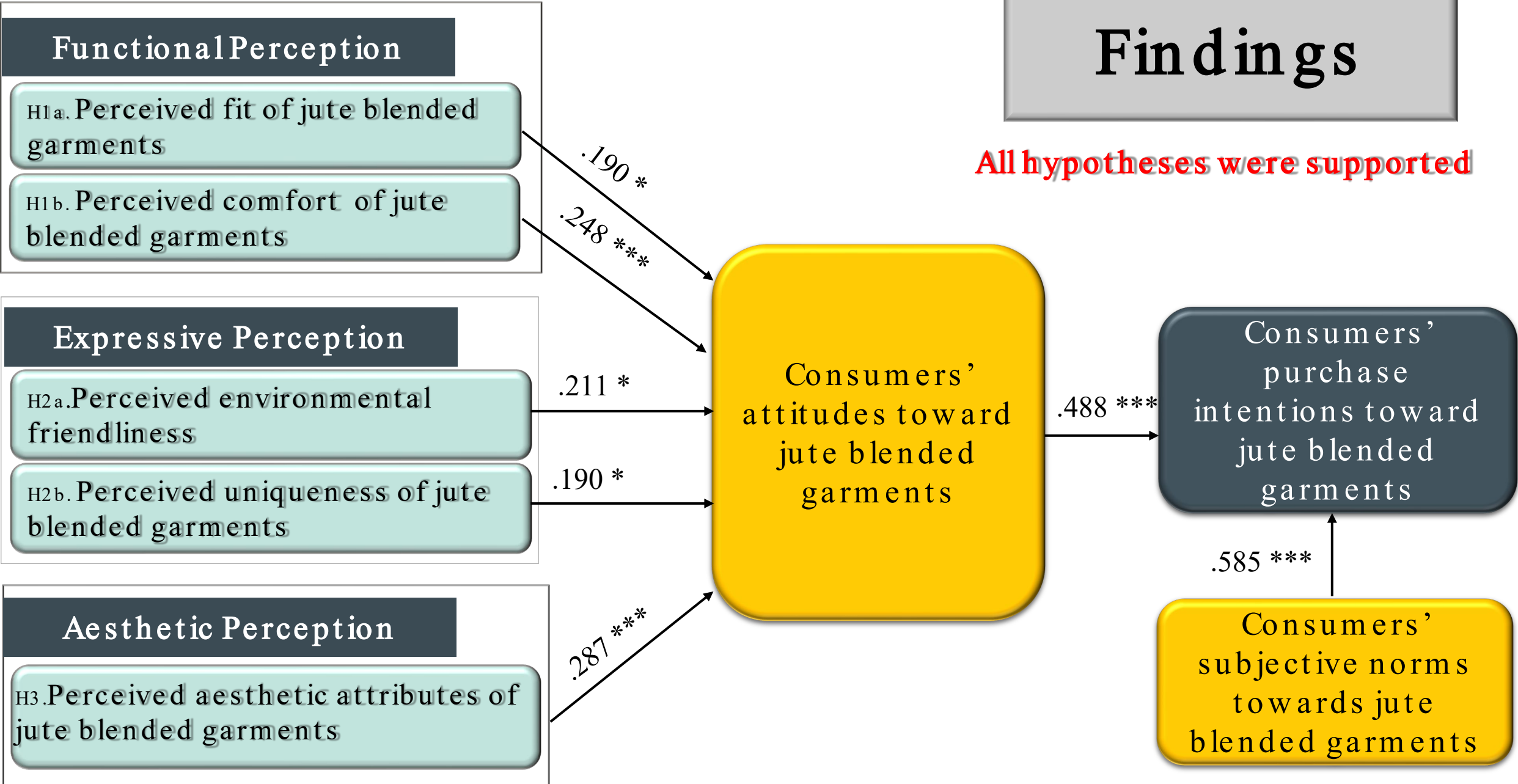
- **Multiple regression for H1 to H3 since they have the same dependent variable**

- **Simple regression for H4 and H5**



Findings

All hypotheses were supported

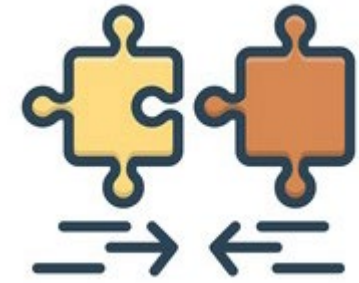


* $p < .05$ and *** $p < .001$

CONCLUSION

- **Each of the FEA perception** like fit, comfort, environmentally friendliness, uniqueness and aesthetic attributes **positively influences consumers' attitudes** toward jute blended garments that **positively influences consumers' purchase intentions** toward jute blended garments. **Subjective norm also positively influences consumers' purchase intentions** toward jute blended garments.

Significance



THEORETICAL IMPLICATIONS

- ❑ **Two theories have been combined.**

This can be a great model to understand consumers' purchase intentions toward newly developed jute blend garments.

- ❑ **Advancement of the growing body of research on the development of jute blended garments.**

MANAGERIAL IMPLICATIONS

- ❑ This study will assist the **designers and product developers** to develop jute blended garments
- ❑ Retailers and brands can develop **marketing strategies** based on this study.

Limitations & Recommendations

METHODOLOGICAL

- Quantitative survey method

For further understanding, a qualitative study recommended

- Convenient sample only

U.S Heterogeneous groups of consumers

- Only students

CONCEPTUAL

- Some of the FEA constructs of the theory (e.g. - mobility, protection, self-esteem, any of the art and design elements) are excluded
- Future researchers can expand the study by including an **actual behavior construct**.

THANK YOU

Any Question?

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