Research on the Construction of Green Consumption Cognition and Attitude Evaluation System of Clothing

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Abstract. With the increasingly serious environmental problems, people gradually begin to pay attention to environmental protection issues. Our country as the largest country in textile and clothing production, consumption and export, China’s production and energy consumption is an important factor of environmental problems. At this stage, there is no specific and complete system of environmental-friendly clothing, furthermore there is few related research. By using the method of literature review, this paper makes a comprehensive analysis of the whole theoretical system of green consumption, and probes into the evaluation of consumers’ cognition, attitude and purchasing behavior of environmental-friendly consumption to construct the evaluation system of environmental-friendly clothing.

1. Introduction
The rapidly develop of the fast fashion brand makes the wearing time of the clothes to be shortened, the clothes dropping rate is increasing, the global clothing output is continuously doubled, and the environmental problem is also becoming more and more severe. As a large-scale garment production, consumption and export country. However, we still have not developed a comprehensive “green component of clothing” and system of certification, so that people’s awareness of environmental protection and consumption cognition are compared low, which directly results in a large amount of resource waste. Therefore, in order to promote the sustainable development and consumption of the textile industry in our country, it is extremely important to construct a more complete system of the environmental-friendly consumption evaluation system of clothing.

Zhang [1], a scholar, investigated four urban consumer groups by questionnaire based on the analysis of environmentally friendly behavior and sustainable consumption theory, and also studied the willingness and influencing factors of consumers to buy environmental-friendly clothing. Sui [2] based on the literature on lifestyle and consumers’ attitude, combined with the characteristics of environmental-friendly clothing, empirically established a model of the influence of consumers’ attitude towards environmental-friendly clothing, and formed a scale of consumer attitude and lifestyle.

In recent years, in order to solve the contradiction between industry development and the natural environment, environment-friendly roads are being promoted around the world [3]. Therefore, in the future, environmental-friendly industry will become the leading industry, and the green garment industry will also get a better development, so the problem is worthy of studying.

2. Environmental-Friendly Clothing and Environmental-friendly Consumption
Sorting out the definition of environmental-friendly Garment by Scholars, we can see it in figure 1.
Based on this, this paper defines environmental-friendly clothing as the clothing which cannot only meet the performance demand, but also be harmless or less harmful to the consumer, and has a positive effect on the sustainable utilization of natural resources with the harmonious development of human beings in the whole life cycle from designing, raw material, manufacturing, packaging to consumption [4].

Environmental-friendly consumption refers to a new consumption pattern advocated by human beings in order to develop in harmony with nature, which is a kind of ecological, advanced level rational consumption consciousness [5]. Its characteristics are shown in figure 2.

If consumers form an environmental-friendly concept of life, such as saving water and saving electricity, in the case of available to choose, the first choice of environmental-friendly, healthy lifestyle, which will inevitably promote the development of green economy [6].

**Figure 1.** Definition of environmental-friendly clothing.

**Figure 2.** Environmental-friendly consumption characteristics.

### 3. Construction of Cognitive System of Garment Green Consumption

At present, the definition of green consumption cognition has been studied. The main characteristics of green clothing are:

1. "Green" design, take advantage of simple design or old clothing improvement;
2. Adopt green fiber or pollution-free regenerated fiber;
3. To use degradable or recycled synthetic fibers;
4. In correspondence with the "green" production environment;
5. "Green" dyeing and finishing;
6. "Green" packing.

Therefore, on the basis of understanding the overall consumption cognition of green products, the system table on the dimensions and indicators of consumers’ cognition of green clothing is constructed, as shown in table 1 below [7].
### Table 1. Evaluation item table of green clothing cognitive attribute.

| No. | Item                                                                 | Option                                                                 |
|-----|----------------------------------------------------------------------|------------------------------------------------------------------------|
| 1   | Gender                                                                | 1. Male; 2. Female<br>1. Junior high school and below; 2. Senior high school, technical school and vocational college; 3. Bachelor’s degree or college degree; 4. Undergraduate or above |
| 2   | Education degree                                                     | 1. 18-25 years old; 2. 26-35 years old; 3. 36-45 years old            |
| 3   | Age                                                                  | 1. Pay a lot attention; 2. Pay attention; 3. Doesn’t pay attention; 4. Doesn’t pay any attention |
| 4   | Attention degree to health issues                                    | 1. Always; 2. Often; 3. Barely; 4. Don’t use                             |
| 5   | Do you use biodegradable shopping bags when shopping?                | 1. Understand a lot; 2. Understand; 3. Understand a little; 4. Understand nothing |
| 6   | Understanding degree of environment-related knowledge                | 1. Understand a lot; 2. Understand; 3. Understand a little; 4. Understand nothing |
| 7   | Understanding degree of the standard, organization and meaning of green product certification | 1. Understand a lot; 2. Understand; 3. Understand a little; 4. Understand nothing |
| 8   | Have you heard of green clothes?                                     | 1. Pay a lot attention; 2. Pay attention; 3. Doesn’t pay attention; 4. Doesn’t pay any attention |
| 9   | Know green clothing is mainly from                                   | 1. News and magazines; 2. Friends; 3. Ads; 4. Policies and reports; 5. Other manners |
| 10  | Green clothing refers to environmental-friendly clothing              | 1. Understand a lot; 2. Understand; 3. Understand a little; 4. Understand nothing |
| 11  | Simple Design of Green Garment                                       | 1. Understand a lot; 2. Understand; 3. Understand a little; 4. Understand nothing |
| 12  | Green clothing materials do not irritate the skin                    | 1. Understand a lot; 2. Understand; 3. Understand a little; 4. Understand nothing |
| 13  | Less or no pollution to the environment in the production of green clothing | 1. Understand a lot; 2. Understand; 3. Understand a little; 4. Understand nothing |
| 14  | Green Garment' Packaging is easy to deal with                        | 1. Understand a lot; 2. Understand; 3. Understand a little; 4. Understand nothing |
| 15  | To check whether there is an environmental protection sign or not on the hanging plate when purchasing | 1. Understand a lot; 2. Understand; 3. Understand a little; 4. Understand nothing |
| 16  | Whether to accurately identify the green clothing logo or not        | 1. Always; 2. Often; 3. Barely; 4. Don’t use                             |
| 17  | Quality depends on the price of the product                          | 1. Always; 2. Often; 3. Barely; 4. Don’t use                             |
| 18  | Wearing green clothes can improve awareness of environmental protection | 1. Always; 2. Often; 3. Barely; 4. Don’t use                             |
| 19  | Wearing green clothes is good for the ecological environment         | 1. Always; 2. Often; 3. Barely; 4. Don’t use                             |
| 20  | Green clothing can embody individuality                              | 1. Always; 2. Often; 3. Barely; 4. Don’t use                             |
| 21  | Wearing green clothes can reflect the way of life                    | 1. Always; 2. Often; 3. Barely; 4. Don’t use                             |
| 22  | Well-known products are usually of good quality                      | 1. Always; 2. Often; 3. Barely; 4. Don’t use                             |
| 23  | Trust that the brand has green clothing and will consider buying it. | 1. Always; 2. Often; 3. Barely; 4. Don’t use                             |
| 24  | Green clothing consumption is more than buying green clothing.       | 1. Always; 2. Often; 3. Barely; 4. Don’t use                             |
| 25  | Green consumption behavior is beneficial to the health of oneself and family | 1. Always; 2. Often; 3. Barely; 4. Don’t use                             |
| 26  | Individual green consumption behavior can improve the environment and play a vital role in society | 1. Always; 2. Often; 3. Barely; 4. Don’t use                             |
The consumer’s cognition of green clothing is listed in 26 items, among which item 1-3 is the classification of consumer population, and to analyse the cognitive level of different groups of people towards green consumption [8]. Item 9 is the way to understand consumers’ knowledge of green consumption, and the rest are consumers’ understanding of themselves, environment, products and the degree of green cognition of consumption.

If the accounting results of selecting item “1” was more, it means that consumers have a higher degree of recognition of green clothing; if there are more item “2-3”, the recognition of green clothing will gradually decrease; if there are more item “4”, it means that consumers have the lowest awareness of green clothing.

4. Construction of Green Consumption Attitude and Behaviour System of Clothing

The factors affect the consumer’s purchasing attitude to green clothing, as shown in figure 3.

The author believes that consumers themselves or through the outside ways to protect resources, green products, consumer awareness determine their attitude, and green consumption behavior depends on green consumption attitude.

Therefore, according to the green consumption model used in this paper as the foundation for the establishment of consumers’ green consumption system for clothing, it can be seen that consumers’ cognition of green products, consumption and green clothing determines their attitude to green clothing consumption. Therefore, the contents of the items set up in table 3 are still applicable here [9].

Therefore, taking this table as the attribute evaluation table of consumers’ attitude towards green clothing, among the 26 items, item 1 is to understand the purchasing ways of consumers’ cloths and analyze their cognition of clothing green consumption, item 2.3.5.6 is to understand consumers’ willingness to buy green products, and to analyze the preferences and attitudes of different groups of people in green clothing consumption. Item 15-17 is to explore the purchase price attitude of green clothing. Item 25-26 is to know the recognition of green clothing market, while the rest is a survey of consumers’ cognitive attitude, emotional attitude and purchase intention of green clothing.

![Figure 3. Influencing factors of clothing green consumption attitude.](image)

If the accounting results of item “1” is more, it means that consumers have a positive attitude towards green clothing and a high degree of acceptance; if the final result chosen “2-3” is more, consumers still have concerns about green clothing, but there are still concerns about their purchase; if they choose “4” more, it means that consumers have a negative attitude towards green clothing [10].
5. Conclusion
In this paper, we take advantage of the method of literature review, after analyzing the relevant research, and through the establishment of questionnaire items as well as guessing the results, a relatively complete evaluation system is constructed after self-cognition, that is:

(1) The attitude degree construction from the consumer to the green product and the environment cognition;
(2) This paper mainly analyzes the purchasing behavior caused by consumers’ cognition and attitude towards green products from the point of view of consumers’ educational level;
(3) Judging the consumption ability and acceptance of green clothing from the level of consumers’ self-income;
(4) The recognition degree of green clothing is evaluated from the purchasing ability of consumers’ gender green clothing.

In order to realize the green sustainable development of textile and garment industry, it is necessary to deepen consumers’ cognition and understanding of green clothing products, consumption and related knowledge, and to analyse consumers’ attitude towards clothing green consumption from many aspects, such as the final purchasing behavior and so on.

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