

# Nurturing young consumers' purchase intention on eco-friendly batik clothing in Indonesia

**Norsyaqinah Md Noor**

*Universiti Sains Malaysia*

Email: norsyaqinah@student.usm.my

**Khairul Anuar Mohammad Shah \***

*Universiti Sains Malaysia*

Email: khairulms@usm.my

*\* Corresponding Author*

## Abstract

**Purpose:** This paper aims to propose a conceptual framework to study the relationship between Determining Factors which are Perceived Quality (PQ), Perceived Price (PP), Perceived Brand Image (PBI), Self-Expressiveness (SE), Ecological Consciousness (EC) and Purchase Intention on Eco Friendly Batik Clothing from Young Consumers in Indonesia (PI). Consumer Ethnocentrism (CE) was added in this research to represents the moderating factor and Psychological Ownership (PO) was added to represents the mediating factor.

**Design/methodology/approach:** This study integrates a review and survey of theories, knowledge, concepts, and findings in scholarly literature, addressing the real issues in sustainable purchasing behaviour, to provide a novel approach and establish an emergent research agenda. The research model posits that perceived quality, perceived price, perceived brand image, self-expressiveness, ecological consciousness, and purchase intention influence young customers' preferences for eco-friendly batik clothes in Indonesia. Additionally, the interplay between consumer ethnocentrism as a moderator and psychological ownership as a mediator will be incorporated for a more comprehensive examination of the literature gap.

**Findings:** The expected findings will be positive relationship between determining factors which are PQ, PP, PBI, SE, EC and PI. The study also looking forward on positive relationship between the moderating (CE) and mediating factor (PO) with Purchase Intention on Eco Friendly Batik Clothing.

**Research limitations/implications:** This study represents a first effort to comprehend consumer purchasing intentions for eco-friendly batik clothing. Subsequent investigations should expand the research model and address the limitations of this study. The proposed model might be empirically evaluated across a diverse range of sustainable purchasing behaviours and various sustainable products or services (e.g., groceries, luxury items, etc.) for comparative analysis.

**Practical implications:** The absence of environmental education, a closed mindset, the socio-cultural practice of batik production, and associated costs affect environmental awareness among batik businesses and customers. Consequently, the authorities should promote sustainable batik production, inform consumers, and enforce regulations against malpractice.

**Originality/value:** This study enhances the existing literature by fostering awareness among young consumers and reinforcing their understanding of pro-environmental purchasing behaviour in emerging nations/developing countries.

**Keywords:** Perceived Quality, Perceived Price, Perceived Brand Image, Self-Expressiveness, Ecological Consciousness, Purchase Intention, Eco Friendly, Batik Clothing, Indonesia.

## **Introduction**

The increasing environmental consciousness has led to a shift in consumer purchasing behavior towards environmentally friendly products. Consumers are becoming more conscious of the direct impact they have on environmental problems, and as a result, they are prone to spend a higher price for environmentally friendly items. According to Coddington (1990) studies indicate that a significant portion of consumers are willing to pay a premium for environmentally friendly products. Specifically, research by Laroche, Bergeron, and Barbaro-Forleo (2001) reveals that 67 percent of Americans consumers are prepared to pay an additional of 5-10 percent for environmentally friendly products, while 15-20 percent are willing to pay even higher premiums for 'green' products. However, the purchase of clothing, on the other hand, has not yet been affected by this trends. Gam (2011) indicates that consumers' environmental knowledge and awareness affect their purchasing decisions regarding various products, including food and forest-related items, but do not extend to clothing products.

Meyer (2001) claims that the price and lack of options make people hesitant to buy eco-friendly clothing. Although eco-friendly clothing or green apparel has aesthetic and functional advantages, consumers are uncertain about purchasing these products due to lack of information. More in-depth research is essential to analyze the factors influencing sustainable clothing purchases and the eco-friendly buying behavior of non-apparel products.

Seasonal variations, fashion trends, and advancements in information technology for sustainable products complicate customer engagement in the acquisition of eco-friendly apparel. Kunz (2005) asserts that clothes has historically been acknowledged as the most dynamic category among products for consumers, with the interplay of trends in style and changing seasons possessing a social dimension that transcends mere fulfilment of fundamental human requirements.

This study explores the notion of sustainable apparel, concentrating on Indonesian batik clothes, which represent a cultural heritage for the Indonesian populace. The Jakarta Post (2010) reports that the batik sector has had difficulties stemming from fashion fads and the advancement of Information Technology (IT) in developing nations, resulting in pollution and the erosion of traditional heritage. A program has been initiated to enhance awareness of Indonesia's national product history by integrating sustainable apparel components into the batik sector, thereby attracting global demand and investors.

Batik garments, crafted by handloom techniques, constitute a significant aspect of Indonesia's cultural heritage and illustrate the depth and diversity of its craftsmanship. Nonetheless, globalisation and swift technological advancements have hindered the competitiveness of handloom items against power loom-produced batik garments, which can be manufactured in substantial volumes and at reduced costs (Budiono and Vincent, 2010).

Previous studies stated that as global environmental concerns intensify, the consideration of eco-friendly textiles becomes a vital criterion in apparel production selection. Batik creations have surged in popularity among younger generations, who have adopted simple techniques for personalising their attire. Product diversification by batik techniques utilising natural dyes might enhance environmental sustainability in the 21st century and elevate customer consciousness regarding environmental concerns.

The proposed research integrates consumer ethnocentrism perspective, particularly in Indonesia, to understand sustainable purchase behaviour. This study is pertinent given the increasing tourist attraction of Indonesia and the significant inclination of local consumers towards foreign-made goods. According to He and Wang (2015) and Sharma et al. (1995) consumer ethnocentrism represents an inherent desire driven by an allegedly ethical commitment to purchase domestically produced goods, particularly when individuals perceive an imminent risk to their either personally or national well-being from products imported.

In developing nations, customers often regard imported goods as superior in quality compared to native items, resulting in a preference for the former. Advanced technology products coming from the United States, along with designer clothing products and skin care products from Western European countries, serve as prime examples of premium foreign products for the emerging nations. Referring to Chiang and Jang (2007) in product evaluations, consumers prioritize perceived quality, price, and the brand's image above other factors. Conferring to Low and Lamb Jr (2000) well-established brands positively impact customer purchase decisions, whereas Zeithaml (1988) emphasized that perceived quality, price, and brand image are key factors driving the decision to buy.

Pertaining to Kasper et al. (1999) ethnocentric purchasing behaviour may influence the propensity to purchase domestic items, since consumers with strong ethnocentrism tend to emphasise the advantages of native goods while undervaluing the merits of foreign-made goods. In reference from Shimp and Sharma (1987) studies from industrialised nations typically affirm that highly ethnocentric consumers exaggerate the value of native items, undervalue foreign-made products, and have an ethical duty to purchase domestic goods. Nonetheless, in emerging nations, the influence of consumer ethnocentrism on the propensity to purchase indigenous items, particularly sustainable batik apparel, remains unclear.

Furthermore, self-expressiveness and ecological consciousness is part of the determining factors that influence sustainable purchase behaviour which mediated by psychological ownership. As described by Pierce et al. (2003) psychological ownership is the sense of ownership people feel towards external objects, driven by a deep cognitive and emotional connection. The sense of ownership may manifest towards both tangible and intangible objects. Analysing the interplay of motives and pathways is essential for understanding the development of this sentiment.

Previous research from Jussila et al. (2015) and Pierce and Peck (2018) suggest that ownership is influenced by four key motives: efficacy, self-identity, place, and stimulation. In their work, Pierce and Peck (2018) also describe three routes to ownership: exercising control over the object, becoming intimately familiar with it, and embedding oneself within the object.

Prior research has concentrated on perception, attitude, and motivation; however, there is a paucity of studies examining the influence that involves psychological controls and self-expressiveness on environmentally friendly purchasing (Mishra et al. (2021).

Dunlap et al. (2000) propose that psychological ownership is linked to insights and data, with increased awareness fostering a stronger psychological dependency. It was stated that increased consciousness leads to a stronger psychological dependency. An individual's awareness of their surroundings and their concerns about the negative impacts of clothing consumption may foster a sense of environmental ownership.

This study seeks to provide an expansive perspective on the psychological factors influencing sustainable purchasing behaviour by employing psychological ownership theory. It emphasises self-expressiveness and ecological concern to elucidate the connection between psychological ownership and the sustainable purchase behaviour associated with eco-friendly batik clothing in Indonesia.

Based on the proposed research, the determining factors influencing purchase intention on eco-friendly batik clothing can be determined from consumer ethnocentrism theory and psychological ownership theory where the factors such as perceived quality, perceived price, perceived brand image, self-expressiveness and ecological consciousness able to explored and determined whether the factors has positively relationship with purchase intention on eco-friendly batik clothing through the moderator and mediator role. Accordingly, the study is designed in the following way: First, a summary of literature on the concept of Sustainable Purchase Behaviour, Determining Factors, Consumer Ethnocentrism and Psychological

Ownership is thoroughly discussed. Second, the research approach, which is then followed by the formulation of the hypothesis and the model. To conclude, the final section outlines the study's findings, discusses its limitations and conclusions, and offers recommendations for future research.

### **Literature Review**

Consumer ethnocentrism, referred to as Consumer Ethnocentric Tendencies (CET), was initially identified by Shimp and Sharma in 1987. The CET hypothesis expands upon Sumner's 1906 general ethnocentrism theory. Shimp and Sharma expand upon this hypothesis, detailing its relevance to consumption patterns. The authors elucidate how the hypothesis of ethnocentrism, as a psychological phenomenon influencing discriminating behavior, extends into their consumption patterns. Consumer ethnocentrism refers to the convictions held by customers on the propriety and ethical implications of acquiring things manufactured abroad. Moreover, an ethnocentric consumer typically exhibits partiality towards their domestic market and perceives a moral transgression in acquiring things from foreign nations. The hesitation to acquire foreign products arises from the perceived "threat" they provide to the domestic economy (Shimp & Sharma, 1987) and the potential decrease in domestic labor activities (Herche, 1994). Consumer skepticism increases with the unfamiliarity of foreign-origin items (Watson & Wright, 2000). Currently, enterprises must comply with this requirement to achieve successful market penetration in nations with high CET. Companies must devise strategies to alleviate this uncertainty to achieve success for their firm, brand, or product in a certain market. The method involves assessing the strength of CET in the target market and identifying the elements that influence the enhancement or diminishment of this psychological phenomena. This can enable the organization to design the most effective approach for its product, communication, and marketing.

Pierce et al. (2003) refers psychological ownership to an individual's mental state in which they perceive the object of ownership, or a portion thereof, as "mine" or "ours". This condition highlights the psychological aspect of possession over the legal one and pertains to "the psychological integration of object and me". Previous studies from Mishra et al. (2021) indicate that psychological ownership arises when specific human requirements, including value, be in the right place (belonging) and self-identity, are fulfilled. In addition, it is suggested that nature offers a setting conducive to human survival and development, fulfilling the spatial requirements necessary for these processes. Beyond functional attributes, nature's primary value resides in its symbolic significance and its capacity to enhance self-identity through symbols. Prior research indicates that the natural environment can facilitate the development of perceptive knowledge and the establishment of positive values (Mishra et al, 2021). Consequently, we gain a clearer understanding and enhance our positioning within the world. During frequent interactions with the natural environment, the utilisation of natural resources, along with physical and mental investments and coping strategies, not only enhances self-cognitive representation and modifies self-concept but also reflects an individual's sense of self-realization efficacy. This process fosters a psychological ownership of nature.

According to Ajzen (1991) the Theory of Planned Behaviour (TPB), originally proposed by Icek Ajzen, intends to predict behaviours among people. The Theory of Planned Behaviour posits that an individual's perspective on a behaviour, the subjective norm, along with perceived behavioural control influence their behavioural intention. The initial component of the theory is behavioural intention, defined as the motivational variables that affect behaviour (Ajzen, 1991). A greater intention to engage in a specific behaviour correlates with an increased likelihood of executing that behaviour. The second component is attitude towards the behaviour, which is regarded as the extent leading to oneself evaluates a specific behaviour

positively or negatively. Attitude comprises behavioural beliefs and assessments of outcomes. The subjective norm is the third component, representing societal pressure to either engage in or refrain from a specific behaviour. The amalgamation of normative beliefs and the urge to comply forms the subjective norm. Perceived behavioural control is a crucial component of the Theory of Planned Behaviour (TPB) and pertains to individuals' assessment of the ease or difficulty associated with executing the behaviour in question. The TPB model has been utilised in numerous prior studies to examine client behavioural intentions (Casidy, Phau, & Lwin, 2016; Paul, Modi, & Patel, 2016). The proposed conceptual framework has been synthesised by pulling attributes from the three examined theories. Consequently, the elements influencing the intention to purchase eco-friendly batik clothing models were developed and presented in this conceptual study.

Figure 1. A proposed conceptual framework model of determinant factors on purchase intention of eco-friendly batik clothing in Indonesia moderated by consumer ethnocentrism and mediated by psychological ownership.

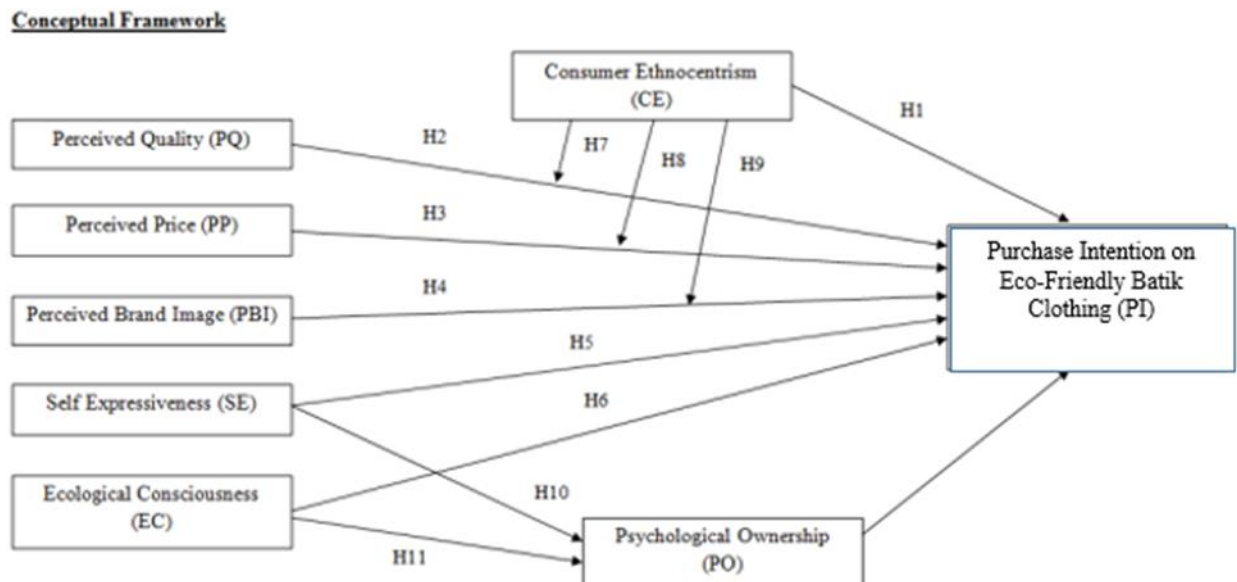


Figure 1: Conceptual Framework

This conceptual paper attempts to investigate the relationship between determinants factors and purchase intention on eco-friendly batik clothing and being moderated by consumer ethnocentrism also mediated by psychological ownership. A study has been made on several models established by other authors. The conceptual model shown in Figure 1 is the combination study of Yen (2018) and Mishra et al. (2021). Yen (2018) introduces an extended dimension of consumer theory, which includes perceived quality, perceived price, perceived brand image, and consumer ethnocentrism as a moderating factor that affects the willingness to purchase domestic products. While Mishra et al. (2021) determined the relationship between self-expressiveness, ecological consciousness and psychological ownership as a mediator that influences on sustainable purchase behaviour. Therefore, from the combination on several previous research paper, this study able to propose conceptual model development as presented in Figure 1.



### **Hypothesis Development**

The initial research on ethnocentrism was presented by Sumner in 1906. Shimp and Sharma (1987) characterised consumer ethnocentrism as “the convictions held by (American) consumers regarding the propriety, and indeed the ethics, of acquiring foreign-manufactured goods.” Sharma et al. (1995) observed that consumers in industrialised nations frequently favour native goods over imported ones. Yen (2018) indicates that consumers exhibiting dominant ethnocentrism tend to hold preferable views towards domestic products compared to those with lower levels of ethnocentrism among consumers. Consequently, the more significant the value consumers attribute to domestically produced goods, the stronger their ethnocentric inclinations. Studies on the inclination to buy native products have been conducted in developed as well as emerging nations. Consumers in developed countries typically perceive indigenous products as having higher quality than imported alternatives. According to Yen (2018) in developing countries, consumers generally favor locally produced goods and reject imported goods, often driven by ethnocentric attitudes. Further research by Hamin et al. (2014) discovered that consumers in emerging markets, like India, Russia and China, have a strong preference for purchasing native goods, attributing this inclination to ethnocentrism, which they believe encourages the acquisition of local items. Additionally, Indonesia is recognized for its cultural legacy, and the ethnocentric tendencies about sustainable purchasing behaviour for domestic items may foster social responsibility within its community. Thus, a significant relationship can be inferred between consumer ethnocentrism and the likelihood of purchasing sustainable home products in developing nations. However, there is scarcity in the studies related with ethnocentrism and sustainable purchase behavior. The findings of this study concerning the initially proposed hypothesis are as follows:

**H1:** Consumer ethnocentrism has a positive impact on the purchase intention of eco-friendly batik clothing in Indonesia.

Perceived quality is frequently utilised as a factor to evaluate an item for consumption or brand. In relation to study by Zeithaml (1988) it is characterised perceived value or quality as “the consumer’s assessment of a product’s superiority or excellence.” Yen (2018) noted that the difficulties in establishing an accepted measurement for determining quality objectively lead most research to evaluate perceived value or quality as an indicator of subjective quality.

This study defines perceived quality as a subjective assessment based on a continuum of variables encompassing practicality, designing, robustness, style or fashion, durability, and dependability. Price has always been seen as a crucial determinant of consumer purchasing behaviour (Kim et al., 2012). Consumers may effortlessly evaluate pricing among providers and choose more economical options. According to Zeithaml (1988), price or cost is interpreted as both the financial commitment to acquire a product or service and a cue to the product’s quality. Zeithaml (1982) posited consumers are frequently struggle to evaluate the nominal pricing of an item. Rather, consumers assess price by comparing the reference price to the objective price, which has substantial effects. In the present research, perceived price can be viewed as the financial sacrificial incurred when acquiring a good or service.

According to Hsieh and Lindridge (2005) perceived brand image can be described by means of “a set of perceptions about a brand as reflected by the brand associations held in [the] consumer’s memory”. Preceding study by Keller (1993) three critical dimensions of brand image have been identified: strength or power, favourability, and unique qualities of brand connections. Contended by Anselmsson et al. (2014) it is mentioned that brand image perception encompasses perceived quality, distinctiveness, consciousness/awareness, and favourable linkages with societal reputation/social image, corporate social responsibility and its descent/origin. Anwar et al. (2011) claimed while the elements of brand image may differ

across various service contexts, this picture enables customers to identify their requirements and desires related to the brand and differentiates it from competitors. A more favorable brand image leads to a stronger purchasing intention and greater recognition of the product's qualities. This research characterizes perceived image of a brand as the consumer's comprehensive assessment of a good or service brand. The discourse on perceived quality, perceived price, and perceived brand image under this proposed conceptual framework is intricately linked to consumer ethnocentrism theory. Previous studies indicate that increased perceptions of quality, brand image, and price regarding sustainable domestically products correlate with a heightened intention to purchase such locally produced items. Consequently, these influencing elements will assess the correlation between the intention to purchase and sustainable consumption behaviour about batik clothing in Indonesia. Consequently, the subsequent hypotheses for this investigation are:

**H2:** Perceived quality positively impacts the purchase intention of eco-friendly batik clothing in Indonesia.

**H3:** Perceived price positively impacts the purchase intention of eco-friendly batik clothing in Indonesia.

**H4:** Perceived brand image positively impacts the purchase intention of eco-friendly batik clothing in Indonesia.

Individuals like to partake in activities that facilitate self-expression. Self-expressiveness is activity indicating that individuals seek to engage in actions that enhance their social or internal self (Carroll & Ahuvia, 2006). According to Judge et al. (2019) self-expressiveness is generally associated with conspicuous consumerism, wherein individuals acquire items chiefly to uphold social identity or to convey personal expression. Snyder & Gangestad (1986) clarified that the concept of self-expression originates from social psychology, it garnered the interest of consumer psychologists following Aaker's (1999) groundbreaking research, which demonstrated that an individual's self-expressiveness and self-concept affect attitudes. Over the past ten years, researchers such as Chernev et al. (2011) have sought to connect self-expression with a desire for lifestyle products, Schaefer and Crane (2005) proves a tendency towards ecological goods, and Kronrod et al. (2012) constructed on social dimensions. Based on Tung et al. (2017) the research identified 'green' self-expressiveness as the primary factor influencing customers' desire to patronise eco-friendly clothes. Multiple investigations from Dagher and Itani (2014) and Noppers et al. (2014) have identified a favourable correlation between self-expressiveness and moral obligations or pro-environmental. Despite that, research conducted in Spain by Hartmann and Apaolaza-Ibáñez (2012) discovered there is no correlation between self-expressiveness and buying intention. Customers derive self-expressive advantages from the societal visibility of sustainable products. Individuals may be motivated to exhibit sustainable consumption behaviour to project an image of environmental advocacy (Noppers et al., 2014). The collective awareness of environmental conservation, rooted in social identity, has resulted in the embrace of sustainable products. Additionally, Cherrier (2006) research postulates individuals that enable to distinguish themselves from those who do not adopt sustainable products, thereby establishing a distinct self-identity. From these perspectives, it can be inferred that:

**H5:** Self-expressiveness positively impacts the purchase intention of eco-friendly batik clothing in Indonesia.

Governments, pertinent interest groups, and consumers have increasingly prioritised environmental concerns as global climate change intensifies and ecological awareness rises among society. White (2011) defines ecological awareness as a mental condition that

characterised a connection to natural surroundings through psycho-spiritual. Besides, ecological awareness/consciousness can be distinct as an individual value that signifies the natural world environment and symphonic development of humanity (Alwitt and Berger, 1993). Alsmadi (2007) discovered that individuals with environmental awareness have a pronounced sense of ecological concern, which is positively correlated together the intent and behaviour of green consumption (Yue et al., 2020). Referring to Rahman and Reynolds (2016) ecological consumers, possessing a heightened sense of self-commitment, are more inclined to prioritise environmental protection over their personal interests. Individuals' understanding of environmental challenges, in relation to their willingness to seek solutions (Chan and Lau, 2000), significantly motivates individuals to adopt sustainable purchasing behaviour. Numerous authors such as Akehurst et al. (2012) and Taufique et al. (2017) have investigated the correspondence relation between ecological consciousness and environmentally sustainable conduct. Kim and Choi (2005) demonstrated that consumers with heightened environmental awareness are more inclined to purchase sustainable products than their counterparts. Literature from research conducted by Niinimäki (2010) and Paswan et al. (2017) indicates that increasing ecological awareness among the populace has led to the emergence of eco-fashion or green fashion as a prevailing growth or trend. Consequently, Pookulangara and Shephard (2013) stated that environmentally aware consumers endorse fashion brands by manufacture goods or services that are sustainable. In light of this review, we propose:

**H6:** Ecological consciousness positively impacts the purchase intention of eco-friendly batik clothing in Indonesia.

As previously mentioned, perceived quality will have an impact on consumers' intention or readiness to buy domestic products in terms of sustainable consumption behaviour. However, consumer ethnocentrism may moderate this relationship. Conferring to Hamin et al. (2014) the research contended that consumer ethnocentrism fosters a pronounced preference for domestically produced goods. Besides, Klein et al. (1998) discovered that ethnocentric customers favour local products due to the belief that those from their home country are superior. Elliott and Cameron (1994) discovered that consumers exhibit a pronounced preference for locally manufactured products when the quality is comparable or superior. Consequently, consumer ethnocentrism may influence the relationship between perceived quality and the propensity to purchase sustainable domestic products, such as sustainable batik clothing. High ethnocentric customers are likely to exhibit a greater propensity to acquire domestic products, especially when such products are of a higher level of quality. Hence, it is suggested that consumer ethnocentrism influences or moderate the correlation between perceived value or quality and the intention to purchase sustainable domestic products among consumers in emerging nations, such as Indonesia's eco-friendly batik clothing items. The correlation between perceived quality and the propensity to purchase sustainable domestic products, such as eco-friendly batik clothing, is more pronounced among customers with high ethnocentrism when they regard these products as high quality. Consequently, the hypotheses can be articulating as follows:

**H7:** The effect of perceived quality on the purchase intention of eco-friendly batik clothing is moderated by consumer ethnocentrism. For ethnocentric consumers, the stronger the perceived quality of eco-friendly batik clothing, the greater their intention to purchase these sustainable domestic products.

Consumer ethnocentrism can similarly affect the connection between perceived pricing and the willingness to purchase domestic products. Previous research suggested that a strong ethno-national identity could diminish the perceived financial burden of buying products from one's



own group. Shankarmahesh (2006) found that ethnocentric consumers often overlook the personal financial impact when purchasing home-market products. Ethnocentrism can negatively influence the perceived price's impact on the inclination to purchase. For low ethnocentric consumers, a perceived high price may increase their reluctance to purchase domestic products. Nonetheless, for highly ethnocentric customers, the perceived elevated cost of domestic products may exert only a somewhat adverse effect on their purchasing desire due to ethnocentrism. This may lead to a price-inelastic effect among highly ethnocentric consumers (Shankarmahesh, 2006). Previous research indicates that consumers with a strong sense of social responsibility are willing to spend more on sustainable products, despite their higher costs. The aim to purchase sustainable domestic items, such as eco-friendly batik clothing in developing countries like Indonesia, will be a key variable for this study. Consequently, customer ethnocentrism influences or moderate the correlation between perceived cost or price and the intention to purchase domestic products, specifically with eco-friendly batik clothing in Indonesia. The link between perceived price and the likelihood of purchasing sustainable domestic products (like eco-friendly batik clothing) becomes stronger when low ethnocentric consumers view the price of these products as high. The hypothesis that been posits as follows:

**H8:** The effect of perceived price on purchase intention for eco-friendly batik clothing is moderated by consumer ethnocentrism. Among low ethnocentric consumers, the higher the perceived price of eco-friendly batik clothing, the stronger their intention to purchase these sustainable domestic products.

Furthermore, the correlation concerning brand image perceived and intention to purchase domestic products may be moderate or influence by consumer ethnocentrism. As formerly noted, customers in emerging markets generally favor imports because of greater quality and brand reputation. This discovery by Lu Wang and Chen (2004) elucidates a higher performance of imported cosmetics over domestic alternatives in emerging nations. Marcoux et al. (1997) indicate that ethnocentric consumers may perceive the purchase of imports as inappropriate and prefer to acquire domestic products. Consequently, this may lead to a contradiction between the value or significant of imports and ethnocentrism. Nevertheless, if customers with strong ethnocentrism perceive domestic products as possessing a greater brand image, this may increase their propensity to purchase these products (Xiao and Chunxiao, 2013). While brand image influences consumer behavior, individuals with a strong sense of social responsibility are inclined to purchase domestic products that are environmentally friendly to contribute to environmental preservation. The intention to purchase sustainable domestic products, such as Indonesia's eco-friendly batik clothing, thereby may prompt highly ethnocentric consumers to purchase and consider the brand identity or image of local goods as indicative of environmental responsibility. The correlation concerning intention to purchase domestic products and perceived brand image, such as eco-friendly batik clothing, will be more pronounced among highly ethnocentric customers who regard sustainable domestic products as possessing a strong brand image. The study leads on following hypotheses proposed:

**H9:** The effect of perceived brand image on the purchase intention of eco-friendly batik clothing is moderated by consumer ethnocentrism. For ethnocentric consumers, the stronger the perceived brand image of eco-friendly batik clothing, the greater their intention to purchase these sustainable domestic products.

Pierce et al. (2003) referred a concept of psychological ownership as a connection that can be established from 'mine' or 'ours' to an object or person which intertwined or interrelated to a person's psychological state. The dynamic between the human mind and nature is formed

through regular interactions with the environment, its resources, and the adjustments needed to meet challenges. Psychological ownership emerges as individuals begin to connect with nature, altering their cognitive patterns. Escalas & Bettman (2003) justified that transition enables individuals to develop a positive and stable self-identity, enhancing their ability to express themselves. The concept of psychological ownership increases an individual's awareness and unease when their possessions are harmed. This sentiment fosters a tendency to avoid risks concerning their belongings. As noted by Park and Lin (2018), individuals are more prone to participate in sustainable purchasing when they feel their efforts can make a difference in solving ecological challenges. Individuals identifying as socially conscious consumers, who prioritize their social and environmental reputations, often engage in the purchase of fashion items that are sustainably produced (McNeill & Moore, 2015). It is posited that having an environmental image may signify psychological ownership, while a social image can illustrate self-expressiveness. This study indicates that consumers who are highly aware and feel a sense of responsibility towards the environment are more likely to intend to purchase sustainable products, particularly when these products reflect their cultural heritage, such as Indonesia's eco-friendly batik clothing. Previous studies on fashion awareness indicate that individuals with a strong interest in fashion seek to stay informed about the latest trends, which can aid in their psychological self-expression (Lertwannawit & Mandhachitara, 2012). Manchiraju and Sadachar (2014) introduced the idea of 'ethical fashion consumption,' merging stylish choices with sustainable practices. Bly et al. (2015) characterized sustainable fashion consumption as the act of acquiring items that are durable, stylish, and reflective of one's identity. The concept of ethical consumption is relevant to the eco-friendly batik clothing industry, particularly as this sector often poses risks to society through water pollution. Consequently, based on these ideas, one might suggest that:

**H10:** Self-expressiveness has a positive effect on the purchase intention of eco-friendly batik clothing in Indonesia, mediated by psychological ownership of the environment.

According to Matilainen et al. (2017) mental state aligns with environment and its possessions through regular interactions and ongoing adaptations to address diverse environmental challenges. As time progresses, this link impacts individuals' perceptions of the environment, leading to psychological ownership. Pierce et al. (2003) highlighted that psychological ownership of the environment increases when individuals feel a strong connection to it and have contributed time and effort toward its conservation. Proliferation or higher in environmental awareness is likely to enhance concern and ownership regarding the environment. Permitting to Mishra et al. (2021) proposed an increase in ecological consciousness leads individuals to develop greater concern and responsibility for nature, subsequently enhancing their psychological ownership as they assume the role of protectors. Dickert et al. (2015) noted that individuals exhibit differing levels of psychological ownership regarding the environment, which subsequently influences pro-environmental behaviors. Conferring to Wang et al. (2019) psychological ownership has played a mediating role in the relationship between awe and environmentally conscious consumption in earlier studies. Previous studies by Felix and Almaguer (2019) examined how psychological ownership serves as a mediator between materialism and the intention to engage in recycling or purchase sustainable products. In addition, study by Contzen and Marks (2018) demonstrated that psychological ownership mediates the relationship between community engagement and the usage of kiosks for consuming safe water. Thus, it can be concluded that an individual's ecological consciousness has a positive effect on psychological ownership, subsequently leading to the purchase of green products (Felix and Almaguer, 2019). The preceding discussion indicates that prior research identifies psychological ownership as a mediator in

analyzing the impact on the purchase intention of sustainable products. This research examines Indonesia's eco-friendly batik clothing as a sustainable product to determine whether consumers with high environmental concern influence their sustainable purchasing behavior based on information and knowledge regarding environmental protection. From this discussion, we propose:

**H11:** Ecological consciousness has a positive effect on the purchase intention of eco-friendly batik clothing in Indonesia, mediated by psychological ownership of the environment.

## Methods

A survey of theories, knowledge, ideas, and discoveries from academically directed literature, such as books, scientific journals, and magazines, is presented in this study. Additionally, theoretical and methodological contributions are included in order to assess and answer the problem formulation. This section analyses three approaches:

- a. Organizing literature in alignment with the topic requires discovering and analysing ideas, overarching aims, abstracts, introductory sections, various methodologies, and conclusions. Furthermore, these literary works are categorized according to the factors influencing sustainable purchasing behaviour and intention to purchase eco-friendly batik clothing.
- b. Consolidating the results into a comprehensive summary by exploring the interrelationships among them.
- c. Identifying and evaluating significant issues to provide an engaging report.

This research deployed secondary data derived from prior studies. The sources were derived from scientific books and journal articles, encompassing digital, printed, and unpublished materials, namely those indexed by Scopus and Google Scholar. Moreover, they were chosen according to their pertinence to issue formulation and worldwide qualifications; hence, the findings of this research are highly valid. Furthermore, 15 of the 43 eco-friendly batik articles indexed by Scopus were referenced, with the research exclusively deploying publications from 2000 to 2023. Additionally, 439 articles indexed by Google Scholar were identified, but only 27 articles pertinent to the intention to purchase eco-friendly batik were referenced.

The employed data gathering method is document analysis, which entails extracting specific information from the relevant literature pertaining to the subject of this study. The data is subsequently analysed through an annotated bibliographic method by assembling summaries and evaluative paragraphs for each article based on the informational perspective of this research. The analysis outcomes comprise a complete document utilised to address the identified issues.

## Findings

The expected findings will be positive relationship between determining factors which are Perceived Quality, Perceived Price, Perceived Brand Image, Self Expressiveness, Ecological Consciousness and Purchase Intention. The study also looking forward on positive relationship between the moderating (Consumer Ethnocentrism) and mediating factor (Psychological Ownership) with Purchase Intention on Eco Friendly Batik Clothing. It is also expected to convey awareness on eco-friendly/sustainability products towards Indonesia young consumers and also presents to Small Medium Enterprise (SME's) of Batik Industry to generate new ideas on practicing producing sustainability batik clothing for the environment protection and as well as for the society/ Indonesian citizen wellbeing.

The findings offer valuable insights and serve as a gateway for SMEs in the Indonesian Batik industry to enhance their understanding of consumer behaviour towards eco-friendly products. This research also promotes sustainable purchase behaviour among consumers, encouraging Batik producers/manufacturers to increase the production of sustainable /eco-friendly Batik,

contributing to environment wellbeing. Despite that, this research is expected to contribute toward existing literatures and have a significant impact on government, consumers, owners, and SMEs in the Indonesian Batik Industry upon completion.

### **Discussion and Conclusion**

The study attempts to examine the relationship between perceived quality, perceived price, perceived brand image, self-expressiveness, ecological consciousness and purchase intention on eco-friendly batik clothing in Indonesia. The moderator and mediator also will be examining in this study. This study outcome provides a gateway and beneficial information toward SMEs in Indonesia batik industry. It is also helping the consumer to aware on sustainable purchase behaviour where batik producer/manufacturing could increase the production of sustainable/eco-friendly batik in order to provide environment wellbeing in future. Besides that, the study expects a positive relationship between the determinant factors, moderator, mediator and intention to purchase sustainable consumption. Additionally, prior to conducting empirical research, a broader examination of the literature is necessary to gain comprehensive insights. This conceptual paper aims to contribute to the existing literature for scholars and to significantly impact the government, consumers, owners, and SMEs in the Indonesian Batik Industry upon the completion of the research.

### **Limitations and Suggestions for Future Research**

The consequence of insufficient readings in literature from a variety of fields, this conceptual paper is limited in its ability to provide a comprehensive knowledge of theoretical concepts. In addition, this conceptual work has some limits in terms of its investigation. Despite the fact that the data has not yet been gathered, the study main focus is providing review on the available scholarly articles and journals. One further limitation is that the literature that pertains to these subjects has not been sufficiently investigated due to the limited amount of time available.

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