THE INTENTION TO PURCHASE ECO-FRIENDLY BATIK CLOTHING: EVIDENCE FROM YOUNG INDONESIAN CONSUMERS

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ABSTRAK

Tujuan penyelidikan ini adalah untuk menjalankan kajian terhadap niat pembelian pakaian batik mesra alam. Selain itu daripada kajian sebelum ini, pembelian pakaian mesra alam (EFC) sebagai subset kelakuan alam sekitar telah memberi inspirasi untuk mencapai penyelidikan kuantitatif ini. Pembelian EFC juga mencerminkan pilihan fesyen pengguna. Terdapat banyak pembolehubah yang mempengaruhi keputusan pembelian EFC yang perlu difahami oleh syarikat-syarikat pakaian untuk memasarkan produk mesra alam dengan berkesan. Oleh itu, tujuan kajian ini adalah untuk mengenal pasti sama ada fesyen dan orientasi membeli-belah adalah penentu hasrat untuk membeli pakaian batik mesra alam. Kaedah yang digunakan dalam kajian ini adalah kajian soal selidik yang telah dijalankan untuk mengkaji kesan orientasi fesyen, orientasi membeli-belah, dan keprihatinan alam sekitar dan tingkah laku mesra alam dalam niat pembelian pakaian batik mesra alam. Sebanyak 225 borang soal selidik telah dikumpulkan daripada pengguna muda di Indonesia yang berumur 15-35 tahun. Penemuan dalam kajian ini menggunakan analisis deskriptif - peramal: orientasi fesyen, orientasi membeli-belah, kebimbangan alam sekitar, dan tingkah laku mesra alam - dan pembolehubah bersandar yang - niat untuk membeli pakaian batik mesra alam. PLS-SEM sistem analisis telah menunjukkan bahawa salah satu faktor fesyen orientasi, dua faktor orientasi membeli-belah, dan tiga kebimbangan alam sekitar dan faktor tingkah laku mesra alam yang ketara berkaitan dengan niat pembelian pengguna mengenai pakaian batik mesra alam. Batasan penyelidikan / implikasi dapatan-dapatan daripada kajian ini adalah terhad kepada pengguna muda di Yogyakarta, Indonesia. Bagi implikasi praktikal, kajian ini menunjukkan bahawa industri pakaian seperti industri batik perlu menyediakan persekitaran runcit yang menyeronokkan untuk menarik perhatian pengguna muda. Kajian ini mencadangkan beberapa pendekatan pemasaran yang berkesan kepada syarikat pakaian, serta strategi untuk membangunkan produk-produk pakaian yang berterusan.

ABSTRACT

The purpose of this study is to conduct on intention to purchase eco-friendly batik clothing. Besides that from the previous studies, purchasing of environmentally friendly clothing (EFC) as a subset of environmental behaviour has inspired to accomplish this quantitative research. However, like all clothing, EFC also reflects a consumer's fashion choices, and there are many variables that influence EFC purchase decisions must be understood for apparel companies to effectively market eco-friendly products. Therefore, the purpose of this paper is to identify whether fashion and shopping orientation are determinants of intention to purchase eco-friendly batik clothing. The design/methodology/approach used in this research is questionnaires survey that was conducted to examine the effects of fashion orientation, shopping orientation, and environmental concern and eco-friendly behaviour on intention to purchase eco-friendly batik clothing. A total of 225 usable questionnaires were collected from young Indonesia consumers aged 15-35 years old. The findings in this study used descriptive analysis and relationship between independent variables – predictors: fashion orientation, shopping orientation, environmental concern, and eco-friendly behaviour – and the dependent variable – intention to purchase eco-friendly batik clothing. The findings from PLS-SEM analysis system has indicated that one fashion orientation factor, two shopping orientation factors, and three environmental concern and eco-friendly behaviour factors are significantly related to consumers' purchase intention regarding eco-friendly batik clothing. The research limitations/implications are the findings from this study are limited to young consumers in the Yogyakarta, Indonesia. For the practical implications, this study suggests that the apparel industry such as batik industry should provide an enjoyable retail environment to attract young environmental friendly clothing consumers. This study suggests some effective marketing approaches to apparel companies, e.g. batik, as well as strategies for developing successful sustainable apparel products that consumer will purchase.

CHAPTER 1

INTRODUCTION

1.1   Introduction

This chapter will introduce the research outline of the study. It will begin with prominence the background of the study and the problem statement. It followed by research objectives and research questions. To assist in understanding, definitions of key terms will be included and the chapter ends with significance of the study. The remaining chapters will be overview briefly in this thesis.

1.2   Background of Study

Various concern regarding the environment have increasingly environmentally conscious marketplace. Since the long past year, issues on ecological problems that arise until recently have significant related with consumer purchasing behaviour (Laroche, Bergeron, & Barbaro-Forleo, 2001). Consumers become conscious that they have direct impact on environmental issue which keep arising and affected their daily life. With this new threatening, consumers trying to adapt the situation by concerning purchasing environmental friendly products while shopping for daily used. For instance, customers keep checking if the product can be the recycled material, whether it is CFC free, biodegradable paint and unbleached products (Laroche, Bergeron, & Barbaro-Forleo, 2001). Besides, individuals who are willing to pay more on these environmentally products prove the evidence on consumers have supporting the growth of ecological favourable.

Referring to the news by Coddington (1990), several study that conducted previously show that in 1989, 67 percent of Americans stated that they willing to pay 5-10 percent more for ecologically compatible products. Based on Suchard and Polonsky (1991) conference in 1991 it is proven that environmentally conscious individuals have increase their concern and they willing to pay 15-20 percent more for green products (Laroche, Bergeron, & Barbaro-Forleo, 2001).

Moreover, the previous study revealed that 70 percent of consumers resulted from a nationally representative poll of 1,000 adults, were more likely to buy products which made by companies that have friendly strategy toward environment and concern for their consumer surroundings (Gardyn, 2003). Supported finding which revealed participants which actively (12 percent) or occasionally (47 percent) consider purchasing green products have been conducted by Stem and Ander (2008) also show that consumers are actively participate in concerning the environmental issues. However, for the apparel purchasing behaviour it is not yet being extended by consumers who are environmentally cautious.

Generally, according to Kim and Damhorst (1998) also Butler and Francis (1997), consumers' environmental knowledge and consciousness influence their purchase of other products, such as food (because of direct health concerns) and forest-consuming products, but do not influence their purchase of apparel products (Gam, 2011). Meyer (2001) stated that consumers feel reluctant to purchase green apparel products because they cost more but provide fewer choices. Indeed, they have aesthetic and functional disadvantages but due to lack of information about them consumers become uncertain for purchasing this green apparel which actually benefit to the environment and their daily life (Gam, 2011). Literally, it is required

more research in order to understand the environmentally friendly clothing (EFC) purchasing behaviour than to understand eco-friendly purchasing behaviour associated with no-apparel items.

Apparently, due to seasonal changes, fashion trend and IT development for green products it is hard to approach the consumers on purchasing the environmentally friendly clothing. According to Kunz (2005), it is stated that apparel has long been recognised as the most change-intense category of consumer products. Jenkins (1973) supported with study that shows the combination of fashion trends and seasonal changes in apparel have a social component which is not only to satisfy a basic human need (Gam, 2011).

For this thesis, a study on environmentally friendly clothing was inspired by Indonesian batik clothing which is well-known as cultural heritage for Indonesia citizen. In earlier discussion, Kunz (2005) have stated that apparel is one of the change-intense categories for consumer products. Due to fashion trend change and growing of Information Technology (IT) in this developing country, batik industry become a concern for Indonesia citizen since lots of pollution arise in order to continuing this cultural heritage (Jakarta Post, 2010).

Batik clothes are a society national cultural heritage of Indonesia (Budiono & Vincent, 2010). This business development have been experienced profit, loss and legal intellectual property rights disputes for the last four decades which give huge impact on economic income contribution for Indonesia economy development (Budiono & Vincent, 2010). In order to heighten up Indonesian society to love their national product heritage, a program have been intended to motivate the business sector in attracting the world demand and investors by inserting the elements of

green apparel or environmental friendly clothing in batik industry (Budiono & Vincent, 2010).

According to Maulik, Bhoumik and Agrawal (2014), batik clothing that produce by handloom forms is a precious part of the generational legacy and exemplifies the richness and diversity of culture and artistry of the weavers. However, globalisation and rapid technological changes have become challenges for handloom products to compete with replication of batik clothing that using the power loom which can be produce in huge quantity and lower price. Due to environmental issues that concerning the consumers around the world, considering environmental friendly clothing become additional important factors during selection of textiles for producing consumers' apparel (Maulik, Bhoumik & Agrawal, 2014).

Furthermore, since environmental preservation and control of pollution have renewed interest for the colouration of textile materials all over the world especially for developed countries, batik works on textile materials has gained popularity among young generations who quickly adapted the easy-to-do method for individualising their shirts, trousers, jeans and casual clothing. Therefore, product diversification through batik work with natural dyes has effect on changing fashion market for environmental concern. Besides, by using natural dyes in the textile industry it will give greater and valuable contribution to environmental sustainability in the 21st century and developing greater conscious of consumers regarding the environment issues that happen around them (Maulik, Bhoumik & Agrawal, 2014).

In addition, Sproles (1979) stated that consumers who are fashion-oriented tend to expose themselves with clothing information and they are more likely to enjoy the shopping for clothing with those information. Moreover, according to Lee and Kim,

(2008); Shim and Kotsiopulos (1993), having specific lifestyles, motivations and opinions related to shopping are closely related with characteristics of consumers who enjoy the shopping. They participate in more shopping-related activities, such as attending promotional events and recreational shopping (Moye & Kindace, 2003). Besides, for fashion-oriented consumers, they have shopping motivations which reflective of their social and recreational identities (Shim & Kotsiopulos, 1993), and they interested in appearing well put together by rarely hesitated to purchase styles they like to wear (Moye & Kindace, 2003).

Therefore, those with an interest in fashion and shopping are likely to seek new knowledge regarding clothing products, which leads to greater curiosity about eco-apparel and ultimately a greater propensity to purchase eco-friendly clothes. The purpose of this study is to explore groups of variables - fashion orientation, shopping orientation, and environmental concern and eco-friendly behaviour – that might influence young consumers' intention to purchase eco-friendly clothes in the future, especially for batik products, which contribute the most pollution and waste in Indonesia country.

1.3   Problem Statement

According to an article in the Jakarta Post (2010), related with environmental sustainability in Indonesia, Clean Batik Initiative (CBI) has launched an effort to begin the "cleaner" production of their cultural heritage which is batik the Indonesia's national dress. Fronted via the German-Indonesian Chamber of Industry and Commerce (EKONID), the CBI aims to help produce batik in a sustainable manner, by minimising the negative effects the batik industry has on the environment. The programme will run from 2010 until 2013.

EKONID works to promote bilateral trade and investment between Germany and Indonesia. They recognise that batik is a very important industry in Indonesia, employing nearly one million workers in total. For that reason, Germany, the country with a reputation for being leaders in technology, has offered to use their available resources to help Indonesia produce batik in an environmentally friendly way. In order to achieve the sustainability development, it is important to view in three perspectives which are environment, society and economy where it will give impact on this situation. From the environment impact it will affect the society and at the end if the problem cannot be resolved it will give great impact on the economy since the batik industry contribute huge amount to the Indonesia economy.

According to the CBI, among other small-and-medium size enterprise (SME) subsector it is shows that batik industry produces the highest amount of annual CO_2 emissions. In 2009, Department of Industry estimated that 48,000 companies were involved in batik-producing in Indonesia. Indeed, batik production is one of the industry that contribute the heaviest polluters in the country and the SME industrial

sector is characterised by incompetence, an underprivileged environmental record and lacks law enforcement along with sensitive consumer behaviour (Jakarta Post, 2010).

Presently, the batik industry is ridden with environmental problems beginning with heavy dependence on fuel (kerosene) and electricity. Additionally, the industry overuses water resources where it played a large role in water-reserve depletion. Referring to previous study by Haryanto and Priyanto (2013), batik industry was lacking of government support, due to several reasons when water shortage occurs, it then turns to water solutions that use an even greater amount of energy. The batik industry also uses excessive amounts of wax, chemical dyes and bleaching agents (Haryanto & Priyanto, 2013).

Conforming to Isminingsih (1978), batik with synthetic dyes tend to harm the environment where it is contained carcinogens material that was suspected can lead to skin allergies and skin cancer. Synthetic colour gives an easier way in colouring batik. Because the process is faster than natural dyes method, it takes only one times to dip the fabric into the dyes solvent and the colour is already obvious (Maulik, Bhoumik & Agrawal, 2014). As for Indonesia batik industry, most of area which is central Batik production, the batik artisans just dispose haphazardly the dyeing water to the river without treatment and ultimately it has a negative effect to the environment. Land and river will get polluted by this material because it's hard to degrade by the nature. As for the result, the colour of the river became so colourful just like the rainbow and it make the river become polluted and gave negative effect to the river ecosystem (Jakarta Post, 2010).

In addition, the impact not toward the environment only but it also affected the society. Pollution that kept increased in their surrounding have makes society suffer losses in term of their health and others. It is important to educate and make the society know about the products that can help to preserve the environment and indirectly reduce pollution towards their surroundings. Furthermore, it is a concern that many industries were reluctant to handle environmental problems and had no idea how to handle waste. In many cases, most of the companies throw away unprocessed waste, causing pollution that brings health and social problems. Through this unethical process, it becomes unfair to the public where they need to suffer from all the pollution and waste which may harm their healthy conditions. Besides, their limited access to water is polluted, even though people use this water to drink and it is the only sources that they can get nearby their places. Thus, UNESCO has taken the initiative aimed to ensure consumers received a socially responsible product.

However, the impact on society seem to be less concern and aware by the government and especially from the batik entrepreneurs. The society itself seem does not care about the pollution and they just accepted the environment that been polluted without concerning on their future health. Although this is happening in Indonesia, it seems like there is still a number of citizen who feel responsible on their future health by taking the initiative to alert the society on this drawback situation. Several activities and initiative to provide awareness to the consumer have been presented in many ways such as public campaign, exhibition, printed media, online media and other media channels. Through this programme it was hoping that society know the real situation that they are facing now and try harder to encounter this

problem by producing and consuming products that are safe to environments (The Guardian, 2011).

Since the sustainable developments are related with three major perspectives as mention earlier, economy could get huge losses if the problem is still unresolved. Speaking batik as an industry, it has a significant contribution to create added value to national economy. As an industry, batik can also be traced as the value chain, from raw materials, production process, technologies (stamp, canting, dyes, printing), standardization, and "Haki". There are also marketing/promotions and selling activities, as well as organization and access to capital. If the value chain is in stable condition, then batik as an industry will be existed continuously. But if there is a sudden shock in one of the chains, for example, in raw materials such as the experience of gondorukem scarcity (materials for making dyes) some time ago which led most batik artisans stopped the production. It is only one problem when raw materials are disturbed. This situation could be the same if the society aware on their environmental, they will provide materials that are environmental concern and not harmful to the society also towards the ecosystem.

Moreover, CBI has been co-financed by a grant from the EU SWITCH-Asia programme together with the support from the German-Malaysian chamber of Commerce and the IHK Akademie Munich. SWITCH-Asia aims to promote economic prosperity and poverty reduction in Asian countries through sustainable growth and reducing environmental impact. Erik Habers, the EU head of operations, pointed to the importance of ensuring batik followed sustainable production measures at the inauguration and he believes by using resources inefficiently it will

contribute to a negative environmental impact. Indeed, it is necessary to shift to sustainable production (Jakarta Post, 2010).

From the economic aspect, batik industry has experienced a significant contribution to national economy in the last decade. Its contribution can be seen from two aspects. First, from the "batik pakem" (genuine batik) aspect, it has a considerable influence and its contribution to the national economy increases steadily. Second, from the development of batik industry aspect, batik industry grows into three segments, namely cultural batik, batik industry, and creative batik respectively. For the batik as a cultural heritage, however, the Ministry of Education and Culture has to maintain its development. The workforce employed in the batik industry such as in Pekalongan, are entitled to receive adequate welfare as other industries (Karya Indonesia, 2013).

To maintain the production of batik lots of cost have been invest to get the greater response, however, if the productivity are harmful to the ecosystem and society it will need to solve immediately. If the industry dares to take the risk, the operation cost will be high when they want to solve the problem. For that reason, it is important to begin with clean production where the requirements on satisfy the consumers without any damage to the environment and society will help to boost up the productivity that support the economy of batik industry to be better in future.

Therefore, by issuing this problem it is a major concern for the batik industry to produce environmental friendly batik clothing. Besides, lack of information and understanding about eco-friendliness among the producers and consumers has contributed unconsciously substantial pollution to the country. Toward this issue also it will help this study to identify whether young consumers in Indonesia are

aware about eco-friendly batik or Clean Initiative Batik (CBI) and willing to adopt to purchase the environmental friendly clothing.

Young consumers, which normally aged 18-35 in 2012, are especially socially concerned and aware of many global issues (Nayyar, 2001; Jayson, 2006; Williams and Page, 2011). These consumers are a powerful market segment with disposable income, are characterized by information empowerment, causing both increased awareness of environmental, social, and economic ills and scepticism of marketers' claims to be concerned about such issues (Bhaduri and Ha-Brookshire, 2011; Jayson, 2006; Kagawa, 2007). However, whereas information has created concern for global issues, it is not necessarily related to real knowledge of the concept of sustainability. Investigation of the specific knowledge of sustainability held by young consumers is very limited (Kagawa, 2007), especially in the apparel industry (Gam and Banning, 2011; Ha-Brookshire and Norum, 2011; Morgan and Birtwistle, 2009). However, many studies have considered the effects of consumers' knowledge and concern for issues of sustainability on attitudes and behaviours.

Through the previous studies, it is a fact that young generation which in turn will continuously to preserve the environment. But, are they ready to make changes in this industry by recognising this initiative and pursue the future growth. Through their passion on fashion and trendsetter for showing their nationalism as Indonesian citizen, it is needed to produce and wear eco-friendly batik clothes in order to save the environment and also for the healthy lifestyle. As in study by Maulik, Bhoumik and Agrawal, (2014); Haryanto and Priyanto (2013) in order to encourage young generations to be proud of batik as their cultural heritage, batik entrepreneurs and government itself should make more effort in promoting environmental friendly

batik clothing for environmental cleanliness and future growth for valuing their tradition.

1.4 Research Objectives

The aim for this research can be elaborate as below. Significantly, the objectives to support the research aim are as follows:

1) To identify the determinant factors of customer buying behaviour toward the eco-friendly batik clothing.

2) To examine the relationship between fashion-orientation and intention to purchase eco-friendly batik clothing.

3) To examine the relationship between shopping orientation and intention to purchase eco-friendly batik clothing.

4) To examine the relationship between environmental concerns and intention to purchase eco-friendly batik clothing.

1.5   Research Questions

To achieve the above objectives, the study tries to answer the following research question:

1) What are the determinant factors of customer buying behaviour that affect eco-friendly batik clothing purchase intention?
2) What are the relationship between fashion-orientation and intention to purchase eco-friendly batik clothing?
3) What are the relationship between shopping orientation and intention to purchase eco-friendly batik clothing?
4) What are the relationship between environmental concerns and intention to purchase eco-friendly batik clothing?
5) Are young Indonesian consumers willing to adopt eco-friendly batik clothing?

1.6   Definition of Key Terms

In order to share common understanding of the concepts and for better understanding of further discussion, the following key terms' definition were referred specifically.

1) Eco-Friendly :

An informal term used to classify a product that will not cause damage to the environment. In practice, the term has no specific meaning, other than to indicate that the design and manufacture of the product attempts to reduce waste, or minimize carbon emissions, compared to competitive products.

2) CBI:

Stand for Clean Batik Initiative. A program conducted by the governments in order to preserve the environments and enhance the batik entrepreneurs to be more responsible while producing batik products.

3) UNESCO :

The United Nations Educational, Scientific and Cultural Organization are a specialized agency of the United Nations (UN). Its purpose is to contribute to peace and security by promoting international collaboration through education, science, and culture in order to further universal respect for justice, the rule of law, and human rights along with fundamental freedom proclaimed in the United Nations Charter. It is the heir of the League of Nations' International Committee on Intellectual Cooperation.

4) Environmental Consumerism:

Consumers are becoming conscious about the environmental gradually and the adverse affects of consumption behaviour onto it. It is the ultimate driving force of the industry shaking up affecting from production process to changes in environmental protection laws.

5) Eco- Fashion :

Eco-fashion is a focus on clothing that takes into account not only the environment, but the health of the consumers who will be wearing the clothes and the working conditions of the people involved with making the clothes.

6) Organic Clothing:

Clothing that is made from materials that are raised or grown without the use of chemicals in the form of pesticides, herbicides or other chemicals.

7) Fashion Leadership:

Fashion leaders are people who are influential in fashion. There are two main dimensions that can be seen in fashion leadership: fashion innovativeness and fashion opinion leadership. Fashion leaders are generally people who are genuinely interested in fashion for themselves and do not merely wear clothes to set trends for others.

8) Traditionalism:

Traditionalism may refer to a systematic emphasis on the value of tradition, especially those beliefs, moral codes and mores known as traditional values.

9) Fashion and shopping orientation:

Fashion orientation explains an individual's attitude toward, interest in, and opinions about fashion products, while shopping orientation explains dimensions of variety, frequency, and motivation (Belleau et al.,2001).

10) Generation Y consumer :

Generation Y is a large and powerful consumer segment with a long future of potential consumer decisions (Bhaduri and Ha-Brookshire, 2011; Williams and Page, 2011). Generation Y consumers, born between 1977 and 1994, are both sceptical and concerned consumers (Jayson, 2006; Williams and Page, 2011).

1.7   Significance of Study

The significance of study will contribute to the Indonesia Batik Industry and also to the Indonesia country itself. The purpose of this study is to identify factors that are influencing intention to purchase eco-friendly batik clothing. It is specifically focusing on Indonesia young consumers which born on 1980's and 1990 are above where they are the future generation which continue to pursue this industry.

Furthermore, this study will help to seek willingness to adopt the environmental friendly clothing among the young consumer in Indonesia. Indirectly give a motivation to the batik producers to be aware of environmental and health issues. Since the major pollution in Indonesia are basically because of batik industry waste products, this study will help the consumers to realise the important of environmental care and sustain the production in a proper manner.

Besides that, it is essential to preserve the environmental for further growth and also for future generation. As been mentioned in Jakarta Post (2010), the UNESCO have take initiative to provide "clean batik" where the entrepreneur of batik should be careful not to throw the waste material in the river and pollute the water resources for the public. With new technology that been offer by the German-Indonesia Association, it can help to reduce the carbon emissions (CO_2) and also other pollution that might be hazard and harmful to the public or Indonesia citizens.

Therefore, the study is not only focusing on preservation on the environment but it also want to identify whether fashion-conscious are reluctantly seeking the information on eco-apparel and will they adopt with this new environment evolution for future generation safety.

1.8   Organisation of the Remaining

This thesis is structured in five chapters. The first chapter provides an introduction as well as an overview of this study. The second chapter presents the review of literature that outlines previous studies undertaken in relation of factors that influence intention to purchase, environmental friendly clothing, theoretical framework and the hypotheses development. Chapter three will illustrate the data and variable in term of research design, sample collection, measurement of variables, the method of data analysis and expected outcome. Chapter four analyses the results of finding, focusing on statistical analysis, descriptive statistic, correlation analysis and regression analysis. Lastly, chapter five will present the overall findings and implications of the research will be discussed, limitation of the study as well as suggestion for future research and conclusions.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter will discuss existing, related literature. More precisely, this chapter will give an overview of literature on fashion orientation, shopping orientation, environmental concern, eco-friendly behaviour, intention to purchase, and the underlying theory. The theoretical framework and the hypothesis development will be presented towards the end of the chapter.

2.2 Purchase Intention

Purchase intention can be consider as the possibility of the consumers either will plan or be willing to purchase certain product or service in the future. According to Dodds et al. (1991); Schiffman and Kanuk (2007), the study claim that when there is high augment in purchase intentions it will encourage to have high augment in possibility of purchasing as well. Indeed, most of the researcher use purchase intention as important indicator to estimating and determine consumer behaviour (Wu, Yeh and Hsiao, 2010). The argument have been supported by Fishbein and Ajzen, (1975); Schiffman and Kanuk (2007) claim that when there is positive in consumers purchase intention, it will lead to forms positive brand commitment and consumers will propel to take actual purchase action (Wu, Yeh & Hsiao, 2010).

Attitudes is part of consumer behaviour that can be defined as sets of beliefs about certain object or an act which can be translate as intention to carry out the act (Schwartz, 1992). However, intention can be clarify as a determination for an act in order to carry out in certain way. For instance, intention to purchase a specific

product has been found to be a good predictor of actual behaviour in purchasing the product.

The relationship of attitude-behaviour in intention will be influenced by the level of effort where the behaviour needs to exercise (Bagozzi et al., 1990). Based on Sidique et al. (2010b), it is supported that degree of effort which is together with cost, convenience, space and time are incorporated into an attitudinal measure of individual consequences in some studies (Ramayah, Lee & Osman, 2010). Regarding on literature review by Follows and Jobber's (2000), environmentally responsible purchase behaviour noted that green attitudinal measure is operationalised by incorporating statements concerning several environmental issues. Further noted show there were moderate correlations between general attitudinal measure and multiple-act behaviours, however, the intensity could increases for general measures and single-act behaviour where it could asked respondents opinions regarding specific product (Ramayah, Lee & Osman, 2010). Previous study also reports that correlation of attitude-behaviour was greater when operationalised the attitude as a specific environmental behaviour rather than to a general attitude toward the environment (Hines et al., 1987).

2.3   Overview on Eco-Apparel

Over the years, in order to have minimal negative environmental impacts, most of the products have been describe as environmentally friendly, environmentally responsible, eco-safe, green material and recycles to be claims as environmental benefit (Chen & Burns, 2006). These phrases have been used in all kinds of products and in many different ways. However, as some of the designations are loosely defined, and products span the full range of environmental impacts, many

questionably environmentally responsible products wind up having these labels. According to the Morris, Hastak, and Mazis (1995), the study found that consumers often have poor understanding regarding the real meaning of those terms and also misleading the meaning of environmental claims. When the phrase environmentally responsible is applied to textile products, for instance, it should refer to fibres, fabrics, or apparel whose manufacturing, usage, maintenance, and ultimate disposal have minimal negative impact on the environment (Chen & Burns, 2006).

Based on previous study by Silverstein (1995) and Worldwide Poll (1989), stated that environmental concern and safety longing for long-term condition is growing worldwide. Nations of the world need to work together in turn to improve and safeguard the environment have been highlighted in the Economic Summit of 1994 (Rosenberg, 1994). For the time being, a growing number of consumers are taking responsibility to change personal consumption behaviours with the hope that individual small efforts will add together to have a notable impact on the environment (Kim & Damhorst, 1998).

For environmental consumerism, economic priorities and environmental balance are reflected by societal movements. Merely, environmental or "green" consumerism is defined as "individuals looking to protect themselves and their world through the power of their purchase decision" (Ottman, 1992, p. 3). Many consumers are intriguing a marketplace orientation in order to protect and preserve the environment by influencing the decision toward product purchase, use, and disposal. Global warming, ozone layer depletion, garbage disposal, toxic waste, water quality, food contamination, and preservation of endangered species have become issues in environmental consumerism (Kim & Damhorst, 1998). An emergent focus for industry and consumers is showing on how apparel consumption patterns have an

impact on the environment. Winakor (1969) mentioned that all activities related to acquiring, storing, using, maintaining and discarding apparel items is the best way to describes the apparel consumption.

While environmental consciousness increased, however, it may conflict with a linear and simplistic ethos of progress and change that is characteristic of some industrialised and post industrialised societies. As Ewen (1988) and Sproles (1979) explained, the ethos of progress tends to be reflected in rapid style change where it is part of the fashion system when environmental consciousness was increased. However, Sproles (1979) also found that fashion change results in foreseeable obsolescence of fashion purchases which give essentially wasteful outcome in relation to resource use and impact upon the environment (Kim & Damhorst, 1998). Hence, it become matter for green-thinking consumers in the U.S. whether to embrace apparel consumption patterns that limit or reduce the fashion change pace otherwise, they need to adopt other preferences purchase which put less on the environment.

The often cited definition of sustainability proposed by the World Commission on Environment and Development (WCED) outlines social, environmental, and economic concerns with the goal of preservation (WCED, 1987). However, these broad guidelines have been interpret and implemented by the companies in different ways. Direct communication of these efforts to consumers is often ineffective. When providing information is insufficient for the consumers' understanding of sustainability, it can cause leaving them with little knowledge of the effects of a company's sustainable actions. From that situation, Sheth et al. (2011) suggest a consumer-centered approach to sustainability, in which companies present a holistic application of sustainability, well integrated into company policies and

product offerings where it can improve the actions and increase the effectiveness of marketing campaigns and product sustainability.

In recent years, apparently most of academic research and many companies have focussed exclusively on environmental concern (Ha-Brookshire & Norum, 2011; Sheth et al., 2011). Peattie and Crane (2005) argued that tendency to cause consumers have misconceptions and scepticism, when there was conflicting information which concerning sustainability or specific environmental impacts. As Faber et al. (2011); Gam and Banning (2011); Kagawa (2007) previous study agreed with the arguments by Peattie and Crane (2005), potentially of consumers to have misconception happen when there are many consumers do not distinguish the difference between environmental concern and sustainability.

Previous study from Allwood et al. (2006); Shaw et al. (2006); Gam and Banning (2011); Walker (2008); Winge (2008); Fulton and Lee (2010), stated that the apparel industry has specific negative impacts on the environment through all stages of the apparel product life cycle, from fiber growth and manufacturing, dyeing and printing, transportation to stores and selling, to end of the garment life disposal which supported the arguments study from Chen and Burns (2006), (Lee, 2012). Bhaduri and Ha-Brookshire(2011); Gam (2011); Phau and Ong (2007) strengthen the arguments by explaining that there are many consumers that have low levels of knowledge regarding the environmental effect of apparel production and selling (Lee,2012). Claudio (2007); Walker (2008); Winge (2008), also argued it become concern for environmental impact toward apparel production because Earth cannot indefinitely support the current level of production and disposal of apparel due to depletion of natural resources and quickly filling landfills (Lee, 2012). Nevertheless, despite being unaware of unsustainable practices used to create the products they

purchase, some apparel consumers are beginning to question the impact (Lipke, 2008; Morgan & Birtwistle, 2009; Mintel, 2009), through that impact, consumers nowadays are concern and more interested in purchasing environmentally friendly apparel (Gam, 2011; Hiller Connell, 2011).

2.4   Environmental Consumerism

Stisser (1994) found evidence which show the number of consumers is begin growing where it is respond favourably towards the promotion of environmental awareness (Kim & Damhorst, 1998). From earlier study by Ottman Consulting (1991) and Stisser (1994), the report shows that more consumers are tend to purchase products from the companies with good environmental records (Kim & Damhorst, 1998). In addition, Stisser (1994) reports attempt to explain that a brand's environmental reputation is one of the most important factors and secondly is price where it is part of shaping consumers' purchase decisions (Kim & Damhorst, 1998).

Moreover, consumers become more aggressive when evaluating products while shopping with an environmentally correct agenda. Besides, considering product's implications such as social and political beyond personal reward have already begun by the consumers nowadays. Ottman Consulting (1991) reports clarify that due to concerning on environmental, one-half of consumers make decisions either to purchase or boycott the products that are harmful to environments. Other research studies trace that down to an urgency feeling, some of consumers trying hard to improve the quality of the environment. Drastically growing for worldwide membership in environmental organisations at a rate of 20 percent a year has highlight in showing the interest majority of Americans claim to be environmentalist (Stisser, 1994).

Refer to Gillespie (1992); J. Ottman Consulting (1991); Levin (1990), although the consumers need to pay higher prices for a product, in order to improve environmental quality some consumers are willing to change their consumption behaviour. As a result of situation, "green" attitudes and behaviour are generally increasing among the consumers (Kim & Damhorst, 1998). However, impacts of apparel products have on the environment reviewing on consumers' level of knowledge or awareness are still limited in academic research. Thus, it is encouraging to point out to the consumers on the importance of purchasing products which are environmental concern. This can be applied in this study which focusing on eco-friendly batik clothing in Indonesia.

2.5   Indonesia Batik

Batik has been recognising as a cultural heritage products for Indonesia citizens and now batik has continually become part of adapting fashion trend (Haryanto & Priyanto, 2013). Through many developments, Batik in Indonesia has wide variety in terms of design motifs, product design, production process and also to the extended of marketing reach. Additionally, batik apparel has been considering as one of the typical creative industry areas which have high potential to be developed to support higher economic stability of the country. Even there is current global crisis, Chairman of the Indonesia Textile Association still have confident on the apparel industry in Indonesia where it will have optimistic outlook on the future (Haryanto & Priyanto, 2013). Besides, batik occupies a fragment that needs to lookout where there is high consumption of apparel products both domestic and