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ANALYSIS OF FACTORS AFFECTING PARENTS' PURCHASE INTENTION ON ECO-FRIENDLY BABY CLOTHING PRODUCTS IN INDONESIA

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ABSTRACT

Infants and children need a large quantity of clothing in various sizes during their first two years of life. Therefore, Indonesian parents need to alter their purchasing preferences and buy more eco-friendly baby clothing products. This study aims to develop a thorough framework for analyzing consumer intentions to buy eco-friendly baby clothes. The theoretical base integrates the Theory of Planned Behavior with five additional constructs, including environmental apparel knowledge, social status, green self-concept, environmental concern, and greenwashing concern and two additional moderating variables for perceived aesthetic risk and perceived economic risk An online survey was conducted of 216 married women belonging to the late Y and early Z generations. PLS-SEM was used to determine the structural and measurement model. Based on the study it was found that attitude, subjective norms, and perceived behavioral control have a positive influence on purchase intention. In addition, environmental apparel knowledge and environmental concern have a positive effect on attitude; green self-concept and social status have a positive effect on subjective norms; environmental apparel knowledge and social status have a positive effect on perceived behavioral control. Meanwhile, attitude mediates environmental concerns, subjective norms mediate social status, and perceived behavioral control mediates environmental apparel knowledge and social status. Perceived economic risk moderates the relationship between subjective norms and purchase intention. This study will add to the body of knowledge regarding the design of marketing strategies for clothing products in Indonesia and other developing nations while taking environmental considerations into account.

INTRODUCTION

The growth of the baby clothing industry is inseparable from various environmental problems caused by the clothing industry as a whole. According to data from the Copenhagen Fashion Summit (Campione, 2015), the world fashion industry consumes nearly 80 million m^3 of clean water, produces 92 million tons of waste, and produces 1 million tons of CO_2 (carbon dioxide) emissions each year. In fact, according to waste composition data based on the type of waste composition in Indonesia obtained through the National Waste Management Information System (SIPSN) in 2022, the contribution of textile waste continues to increase from 2019 to 2021. Textile waste accounted for approximately 2.4% of the total waste generated in 2019, amounting to 700 thousand tons out of 29.2 million tons. In 2020, textile waste increased to 2.6% of the total waste, reaching 837 thousand tons out of 32.2 million tons. In 2021, the composition of textile waste remained at 2.6%, but the volume significantly rose to 1.6 million tons out of 26.4 million tons.

Based on these facts, it can be concluded that the issue of clothing waste is one of the challenges that needs to be addressed in efforts to achieve ecological and social sustainability in Indonesia. To tackle this, the garment industry has been attempting to replace conventional cotton with organic cotton, which contributes more to ecological and social sustainability dimensions (Hansen & Schaltegger, 2013). Organic cotton is defined as cotton that is grown, harvested, and processed without the use of chemical fertilizers, pesticides or herbicides, growth regulators, or defoliants that can reduce negative environmental impacts (Goyal & Parashar, 2023). Over the years, organic clothing standards have developed, offering certification options for organic cotton worldwide. To address the confusion caused by various standards, a group of experts and organizations established the Global Organic Textile Standard (GOTS) in 2002. GOTS sets globally recognized requirements for organic textiles, encompassing the entire production process from raw material harvesting to socially and environmentally responsible manufacturing. GOTS-certified textiles provide credible assurance for consumers (Global Organic Textile Standard [GOTS], 2002). Additionally, OEKO-TEX® certification is widely recognized in clothing standards. OEKO-TEX® offers various labels, including MADE IN GREEN, which guarantees that the product has been tested for harmful substances, the production company follows environmentally friendly practices, and the company fulfills social responsibility. Furthermore, the STANDARD 100, STeP certification, ORGANIC COTTON certification, and ECO PASSPORT labels also provide assurances related to safety, environmental impact, and responsible chemical use in production (Testex, 2023).

Previous research on purchase intention related to environmentally friendly clothing has been conducted by several researchers. Previous studies have shown that attitude, subjective norms, and perceived behavioral control are effective contributors to predicting environmentally friendly behavior and consumer purchase of eco-friendly clothing in Vietnam (Nguyen et al., 2019). Previous research has also found a positive relationship between attitude and purchase intention for environmentally friendly clothing products (Ko & Jin, 2017). Behavioral studies suggest a direct relationship between social status and purchase behavior. Additionally, the Theory of Planned Behavior (TPB) can explain the effects of environmental concern, self-identity, status enhancement, and perceived consumer effectiveness on attitudes toward purchasing environmentally friendly clothing (Reimers et al., 2017). Another finding states that there is a positive relationship between green self-concept and environmentally responsible behavior, including recycling, energy conservation, waste reduction, and car use (Whitmarsh & O'Neill, 2010).

A subsequent study by Abrar et al. (2021) found a positive relationship between the three variables in the Theory of Planned Behavior (TPB)—attitude, subjective norms, and perceived behavioral control—and purchase intention for eco-friendly clothing. This study also found that attitude mediated all the independent variables—environmental apparel knowledge, social status, and green self-concept—with purchase intention for eco-friendly clothing. However, this study found that subjective norms did not mediate any relationships between variables. The study also revealed that perceived behavioral control only mediated the relationship between green self-

concept and purchase intention. Furthermore, a study conducted by Rausch & Kopplin (2021) found that perceived environmental knowledge and environmental concern have a positive relationship with purchase intention for eco-friendly clothing.

The phenomenon of greenwashing has negative impacts on consumers' perceptions and attitudes toward environmentally friendly clothing companies. Consumers become skeptical of vague claims and see greenwashing as an attempt by companies to deceive, reducing their interest in purchasing eco-friendly products (Akturan, 2018; Newton et al., 2015). Additionally, perceived economic risk influences consumers' purchase intention for environmentally friendly products. High prices and concerns about overpricing can have a negative impact on consumers' purchase intention (Rausch & Kopplin, 2021; Gleim et al., 2013; Olsen et al., 2014; Pathak & Pathak, 2017). Perceived financial risk also acts as a barrier for consumers in purchasing environmentally friendly clothing (Mejarshin et al., 2022; Kang & Kim, 2013). Furthermore, perceived aesthetic risk also has a negative impact on consumers' purchase intention for eco-friendly baby clothing. Consumers consider aesthetic factors in product selection, and higher perceived aesthetic risk can reduce their purchase intention (Dickson, 1999; Rausch & Kopplin, 2020; Kim et al., 2021).

This research aims to develop a comprehensive framework that investigates the factors that influence consumers' intention to buy environmentally friendly baby clothing, particularly in Indonesia. The study employs the Theory of Planned Behaviour along with other constructs such as environmental apparel knowledge, social status, green self-concept, environmental concern, greenwashing concern, perceived environmental knowledge, perceived economic risk, and perceived aesthetic risk. The research is notable as it contributes to the limited literature on the links between green purchase intentions and individual and social norms in developing economies like Indonesia.

METHOD

The sample group consisted of productive age women from late Generation Y and early Generation Z in Indonesia, currently pregnant or having a child who is under or equal to 4 years old. Data collection occurred between April 2023 and May 2023 through an online survey distributed via social media platforms and personal chat. The wording test phase was conducted after the questionnaire was developed and administered to 5 respondents. The results indicated that several statements needed to be adjusted to eliminate questionnaire ambiguity. The findings from the wording test were used as input for improving the language structure in both the pre-test and main-test. The pre-test was conducted with 32 respondents who met the research criteria. The data from the pre-test were analyzed using SPSS 27 to assess the validity and reliability of the questionnaire. Based on the pre-test results, the questionnaire was deemed valid and reliable. A total of 250 respondents provided responses to the main questionnaire, which was distributed through social media channels. However, 34 respondents were unable to complete the questionnaire due to not meeting the screening question requirements.

The Environmental Apparel Knowledge (EAK) scale was adapted from Kim and Damhorst's (1998) 11-item scale. However, during a pilot study, four items were deemed irrelevant by apparel

industry experts due to a lack of consumer knowledge regarding textile waste. The remaining seven items were used, but two were excluded due to poor factor loading on Abrar et al. (2021). In order to capture participants' beliefs and perceptions regarding their environmental consciousness, the Green Self-Concept (GSC) scale developed by Saha et al. in 2020 was employed. This scale included statements pertaining to staying updated on environmental issues, possessing good knowledge of eco-friendly products, thinking critically about environmental concerns, and perceiving oneself as having superior environmental awareness and understanding compared to others.

To explore participants' motivations related to self-presentation in the context of environmentally friendly baby clothing, the Social Status (SS) scale was employed. Based on the work of Sadalla and Krull in 1995, this scale consisted of items that assessed participants' desire to convey care for the environment, be seen as attractive through the purchase of eco-friendly baby clothing, seek attention from others through such choices, and aspire to be perceived as unique or socially admired. The Environmental Concern (EC) scale, drawing on the research of Dunlap et al. (2000), Lee in 2008, and Kopplin and Rausch (2020), aimed to evaluate participants' level of worry and apprehension regarding environmental issues. Statements within this scale addressed concerns for environmental development, the long-term impacts of non-eco-friendly behavior, frequent thoughts about environmental deterioration, and worries about irreversible environmental damage caused by human actions. To gauge participants' perception of their own environmental knowledge, the Perceived Environmental Knowledge (PEK) scale was adapted from the work of Ellen et al. (1997) and Kopplin and Rausch (2020). This scale included statements that assessed understanding of eco-friendly behavior, awareness of ways to reduce ecological damage through personal actions, comprehension of strategies to minimize environmental impact, and knowledge of long-term environmental protection measures.

The Greenwashing Concern (GC) scale, based on the work of Chen and Chang (2013), Mohr et al. (1998), Zhang et al. (2018), and Kopplin and Rausch (2020), aimed to measure participants' worries and doubts regarding the authenticity of eco-friendly baby clothing. Statements within this scale addressed concerns about the environmental friendliness of materials used, production conditions, and the genuineness of companies' or brands' environmental claims. Participants rated their agreement with these statements on a 7-point Likert scale. To examine participants' perceptions of potential aesthetic drawbacks associated with eco-friendly baby clothing, the Perceived Aesthetic Risk (PAR) scale was developed by Kopplin and Rausch (2020). Statements within this scale focused on concerns about the compatibility of such clothing with desired aesthetics, personal dressing style, and individual preferences for baby clothing. Finally, the Perceived Economic Risk (PER) scale, also developed by Kopplin and Rausch (2020), assessed participants' perceptions of potential economic disadvantages associated with eco-friendly baby clothing. This scale encompassed beliefs about higher costs, value for money, and the perception that purchasing eco-friendly clothing might require spending more money compared to regular baby clothing. All responses were rated on a 7-point Likert scale.

The hypotheses used were:

1) H1 : Attitude (ATT) has a positive effect on purchase intention towards eco-friendly baby apparel (PI);
2) H2 : Subjective norms (SN) has a positive effect on purchase intention towards eco-friendly baby apparel (PI);
3) H3 : Perceived behavioral control (PBC) has a positive effect on purchase intention towards eco-friendly baby apparel (PI);
4) H4(a-d): Environmental apparel knowledge (EAK) has a positive effect on a) attitude (ATT), b) subjective norms (SN), c) perceived behavioral control (PBC), d) purchase intention towards eco-friendly baby apparel (PI);
5) H4(e-g): The relationship between environmental apparel knowledge (EAK) and purchase intention towards eco-friendly baby apparel (PI) is mediated by e) attitude (ATT), f) subjective norms (SN), g) perceived behavioral control (PBC);
6) H5(a-d): Green self-concept (GSC) has a positive effect on a) attitude (ATT), b) subjective norms (SN), c) perceived behavioral control (PBC), d) purchase intention towards eco-friendly baby apparel (PI);
7) H5(e-g): The relationship between green self-concept (GSC) and purchase intention towards eco-friendly baby apparel (PI) is mediated by e) attitude (ATT), f) subjective norms (SN), g) perceived behavioral control (PBC);
8) H6(a-d): Social Status (SS) has a positive effect on a) attitude (ATT), b) subjective norms (SN), c) perceived behavioral control (PBC), d) purchase intention towards eco-friendly baby apparel (PI);
9) H6(e-g): The relationship between Social Status (SS) and purchase intention towards eco-friendly baby apparel (PI) is mediated by e) attitude (ATT), f) subjective norms (SN), g) perceived behavioral control (PBC);
10) H7(a-b): Environmental Concern (EC) has a positive effect on a) attitude (ATT), b) purchase intention towards eco-friendly baby apparel (PI);
11) H7(c): The relationship between Environmental Concern (EC) and purchase intention towards eco-friendly baby apparel (PI) is mediated by attitude (ATT);
12) H8(a-b): Perceived Environmental Knowledge (PEK) has a positive effect on a) attitude (ATT), b) purchase intention towards eco-friendly baby apparel (PI);
13) H8(c): The relationship between Perceived Environmental Knowledge (PEK) and purchase intention towards eco-friendly baby apparel (PI) is mediated by attitude (ATT);
14) H9(a-d): Greenwashing Concern (GC) negatively moderates the relationship between a) attitude (ATT), b) subjective norms (SN), c) environmental concern (EC), d) perceived environmental knowledge (PEK) and purchase intention towards eco-friendly baby apparel (PI);
15) H10(a-c): Perceived Economic Risk (PER) negatively moderates the relationship between a) attitude (ATT), b) subjective norms (SN), c) perceived behavioral control (PBC), and purchase intention towards eco-friendly baby apparel (PI); and

16) H11(a-c): Perceived Aesthetic Risk (PAR) negatively moderates the relationship between a) attitude (ATT), b) subjective norms (SN), c) perceived behavioral control (PBC), and purchase intention towards eco-friendly baby apparel (PI).

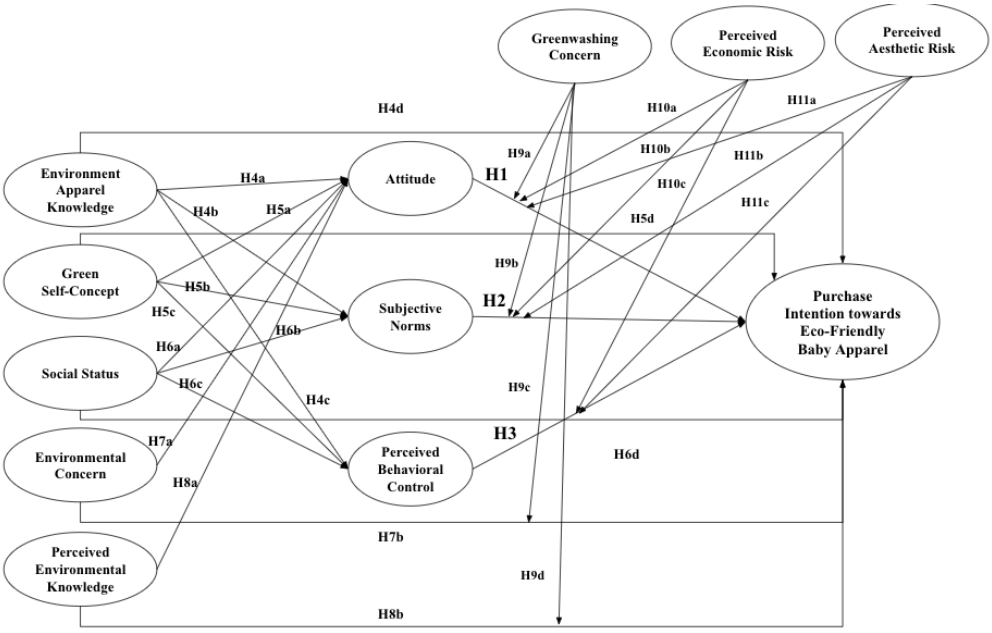

Figure 1. Research Model

In this research, Structural Equation Modeling (SEM) was used with the assistance of SmartPLS for data processing and analysis. This study will use PLS-SEM because it aligns with the research objectives, which focus on testing theories from a predictive perspective. Additionally, the research structure model is quite complex, with many constructs and indicators. PLS-SEM is also suitable for this research because the aim is to better understand the increasing complexity as an extension of existing theories. PLS-SEM does not allow circular models, only cause-and-effect-based models like this research. Hair et al. (2017) explained that there are several steps/processes that must be taken in PLS-SEM analysis, including model specification, outer model evaluation, and inner model evaluation. The output of the analysis is presented in two stages, first, the measurement model which evaluates reliability and validity, and second, the structural model which tests hypotheses. To determine the significance of the relationship between variables, a one-tailed hypothesis with a significance level of 5% is commonly used. The relationship between variables is considered significant if the t-statistic value is greater than 1.645 and the p-value is less than 0.05 (Hair et al., 2017).

RESULT AND DISCUSSION

Measurement Model Evaluation

Internal consistency analysis was conducted to assess the reliability and consistency of measurement items within each construct. Further analysis, namely convergent validity analysis,

is carried out to evaluate the reliability and validity of measurement items within each construct or latent variable. The analysis was conducted on the values of Average Variance Extracted (AVE) and outer loading to evaluate validity. In the initial tests for internal consistency and convergent validity, the Average Variance Extract (AVE) value of the Environment Apparel Knowledge construct did not meet the criteria of AVE >= 0.5 (0.465). Indicators with outer loadings below 0.4 can be removed from the model, while those with values between 0.40 and 0.70 can be removed only if their removal improves composite reliability or AVE above the recommended threshold (Hair et al., 2017). Therefore, to improve the AVE value, the indicator with the lowest outer loading value, EAK5, will be removed from the model.

Further analysis was conducted on all constructs without including the EAK5 indicator. The results of internal consistency analysis indicated that all constructs were reliable and acceptable as measurements. Specifically, constructs such as Environment Apparel Knowledge, Green Self-Concept, and Social Status showed high levels of internal consistency, while constructs like Environmental Concern, Perceived Aesthetic Risk, and Purchase Intention exhibited acceptable levels (Cronbach's Alpha: > 0.6) (Hair et al., 2017).

Table 1. Assessment of Internal Consistency Reliability

Latent Variable	Cronbach's Alpha	Composite Reliability
EAK	0,762	0,835
GSC	0,865	0,900
SS	0,901	0,921
EC	0,747	0,841
PEK	0,809	0,875
GC	0,785	0,869
PAR	0,879	0,915
PER	0,845	0,901
ATT	0,805	0,872
SN	0,766	0,850
PBC	0,764	0,850
PI	0,860	0,905

The results of convergent validity analysis showed that all constructs demonstrated acceptable levels of convergent validity. The AVE values for all constructs ranged from 0.504 to 0.783, indicating that over 50% of the variance in the measurement items was accounted for by the underlying latent variables (AVE > 0.5) (Hair et al., 2017). Meanwhile, the outer loading values ranged from 0.620 to 0.951, indicating that the measurement items had substantial relationships with their respective latent variables (Outer Loading: > 0.6) (Hair et al., 2017).

Table 2. Assessment of Convergent Validity

Latent Variable	Indicators	Average Variance Extracted (AVE)	Outer Loading	Remarks
Environment Apparel Knowledge	EAK1	0,504	**0,759**	Valid
	EAK2		0,673	
	EAK3		0,674	
	EAK4		0,732	
	EAK6		0,705	
Green Self-Concept	GSC1	0,603	0,62	Valid
	GSC2		0,791	
	GSC3		0,829	
	GSC4		0,777	
	GSC5		0,791	
	GSC6		0,83	
Social Status	SS1	0,593	0,652	Valid
	SS2		0,823	
	SS3		0,839	
	SS4		0,789	
	SS5		0,828	
	SS6		0,738	
	SS7		0,755	
	SS8		0,718	
Environmental Concern	EC1	0,571	0,811	Valid
	EC2		0,745	
	EC3		0,681	
	EC4		0,779	
Perceived Environmental Knowledge	PEK1	0,637	0,828	Valid
	PEK2		0,709	
	PEK3		0,8	

	PEK4		0,847	
Greenwashing Concern	GC1	0,69	0,896	Valid
	GC2		0,846	
	GC3		0,742	
Perceived Aesthetic Risk	PAR1	0,783	0,951	Valid
	PAR2		0,842	
	PAR3		0,858	
Perceived Economic Risk	PER1	0,752	0,837	Valid
	PER2		0,896	
	PER3		0,868	
Attitude	ATT1	0,631	0,795	Valid
	ATT2		0,792	
	ATT3		0,811	
	ATT4		0,778	
Subjective Norms	SN1	0,587	0,822	Valid
	SN2		0,74	
	SN3		0,792	
	SN4		0,706	
Perceived Behavioral Control	PBC1	0,588	0,821	Valid
	PBC2		0,675	
	PBC3		0,815	
	PBC4		0,746	
Purchase Intention	PI1	0,706	0,882	Valid
	PI2		0,86	
	PI3		0,854	
	PI4		0,758	

Fornell-Larcker analysis was employed to assess the discriminant validity of constructs in the measurement model. This analysis tested the correlation between each pair of constructs and compared it to the square root of the average extracted variance (AVE) of each construct. If the

correlation between two constructs was lower than the square root of their respective AVE values, then the constructs were considered valid. Based on Table 3, it can be observed that the square root of the AVE for each construct was higher than the correlation values with other constructs (Fornell-Larcker) (Hair et al., 2017). For example, the "Attitude" construct had an AVE square root value of 0.794. When compared to the correlations with other constructs, it can be seen that all correlation values were lower than 0.794, thus meeting the Fornell-Larcker criteria (Hair et al., 2017).

Table 3. Fornell-Larcker Values

Variabel Laten	ATT	EAK	EC	GC	GSC	PAR	PBC	PEK	PER	PI	SN	SS
Attitude	0,794											
Environmental Apparel Knowledge	0,453	0,709										
Environmental Concern	0,552	0,488	0,755									
Greenwashing Concern	0,199	0,260	0,302	0,831								
Green Self-Concept	0,385	0,435	0,398	0,157	0,776							
Perceived Aesthetic Risk	-0,145	-0,077	-0,081	0,061	0,006	0,885						
Perceived Behavioral Control	0,376	0,359	0,329	0,256	0,359	-0,032	0,767					
Perceived Environmental Knowledge	0,453	0,507	0,595	0,359	0,638	0,054	0,562	0,798				
Perceived Economic Risk	0,127	-0,031	0,175	0,262	-0,173	0,220	-0,192	-0,055	0,867			
Purchase Intention	0,486	0,398	0,421	0,282	0,470	-0,010	0,691	0,543	-0,154	0,840		
Subjective Norms	0,432	0,278	0,271	0,124	0,414	0,014	0,692	0,448	-0,205	0,665	0,766	
Social Status	0,216	0,249	0,163	0,181	0,446	0,168	0,418	0,443	-0,294	0,471	0,522	0,770

Discriminant validity analysis using cross-loading generally needs to demonstrate that indicators have stronger relationships with their intended latent variables compared to other latent variables, indicating good discriminant validity. Based on Exhibit 2, each indicator of the constructs showed higher loading values on their respective latent variables, indicating that these indicators measure different constructs, thereby suggesting that they all exhibit discriminant validity that meets the requirements (Cross Loading: higher loading on intended latent variables) (Hair et al., 2017).

Structural Model Evaluation

Table 4. R-Square Values

Latent Variable	R Square	R Square Adjusted
Attitude (ATT)	0,366	0,351
Perceived Behavioral Control (PBC)	0,254	0,244

Purchase Intention (PI)	0,658	0,629
Subjective Norms (SN)	0,320	0,311

Table 5. Stone-Geisser Values

Latent Variable	SSO	SSE	Q^2 (=1-SSE/SSO)
Attitude	864,000	687,887	0,204
Environmental Apparel Knowledge	1080,000	1080,000	0,000
Environmental Concern	864,000	864,000	0,000
Greenwashing Concern	648,000	648,000	0,000
Green Self-Concept	1296,000	1296,000	0,000
Perceived Aesthetic Risk	648,000	648,000	0,000
Perceived Behavioral Control	864,000	743,566	0,139
Perceived Environmental Knowledge	864,000	864,000	0,000
Perceived Economic Risk	648,000	648,000	0,000
Purchase Intention	864,000	488,930	0,434
Subjective Norms	864,000	710,432	0,178
Social Status	1728,000	1728,000	0,000

The research hypotheses were tested, and the results showed that H1, H2, H3, H4a, H4c, H5b, H6b, H6c, and H7a were supported, while H4b, H4d, H5a, H5c, H5d, H6a, H6d, H7b, H8a, and H8b were rejected. Attitude (ATT) was found to have a significant positive influence on purchase intention (PI) towards eco-friendly baby apparel (H1). Subjective norms (SN) were also found to have a significant positive impact on purchase intention (H2). Perceived behavioral control (PBC) positively affected purchase intention (H3). Higher environmental apparel knowledge (EAK) positively influenced attitudes (H4a) and perceived behavioral control (H4c). No significant relationships were found between EAK and subjective norms (SN), or between EAK and purchase intention (PI). These findings suggest that individuals' attitudes and purchase intentions towards eco-friendly baby apparel are influenced by their attitude, subjective norms, and perceived behavioral control, while environmental apparel knowledge may have a more limited impact.

Hypotheses H9a, H9b, H9c, H9d, and H9e, which proposed a negative moderating effect of greenwashing concern (GC) on various relationships, were not supported. However, hypothesis H10b, which examined the moderating effect of perceived economic risk (PER) on the relationship between subjective norms (SN) and purchase intention (PI), was accepted. Hypotheses H11a, H11b, and H11c, which explored the moderating effect of perceived aesthetic risk (PAR) on different relationships, did not show a significant effect. Attitude (ATT) significantly mediates the

relationship between environmental concern (EC) and purchase intention (PI) (H7c). Subjective norms (SN) act as a mediating factor between social status (SS) and PI (H6f). Perceived behavioral control (PBC) mediates the relationship between SS and environmental apparel knowledge (EAK) with PI (H6g, H4g). However, attitude does not mediate the relationships between EAK, GSC, SS, PEK, and PI (H4e, H5e, H6e, H8c), and subjective norms do not mediate the relationships between EAK, GSC, and PI (H4f, H5f).

Discussion

Based on the hypothesis testing results in this study, it was found that some hypotheses were accepted, while others were rejected. The results of the hypothesis testing indicate that attitude, subjective norms, and perceived behavioral control have a significant positive influence on the purchase intention of environmentally friendly baby clothing. Furthermore, environmental apparel knowledge has a positive influence on attitude and perceived behavioral control, but it is not significantly related to subjective norms and purchase intention. Additionally, it can be concluded that the level of green self-concept does not significantly affect individuals' attitudes towards eco-friendly baby apparel. However, green self-concept has a significant positive influence on subjective norms related to the product. On the other hand, social status does not have a direct influence on attitude and purchase intention, but it is significantly related to subjective norms and perceived behavioral control. The variable environmental concern has a positive influence on attitude but does not have a direct influence on purchase intention. The variable perceived environmental knowledge does not have a direct influence on attitude and purchase intention.

Overall, the results of this research on the moderating variables show that greenwashing concern does not have a significant influence in moderating the relationship between attitude, subjective norms, perceived behavioral control, environmental concern, perceived environmental knowledge, and purchase intention for environmentally friendly baby clothing. Similarly, perceived aesthetic risk does not moderate the relationship between attitude, subjective norms, perceived behavioral control, and purchase intention for environmentally friendly baby clothing. However, it was found that perceived economic risk can moderate the relationship between subjective norms and purchase intention, indicating that the influence of subjective norms becomes more significant when individuals perceive high economic risks related to environmentally friendly baby clothing products.

In the context of the mediating variables, it was found that attitude has a significant mediating effect in the relationship between environmental concern and purchase intention. This means that individual attitudes mediate the influence of environmental concern on the intention to purchase environmentally friendly baby clothing products. However, no significant mediating effect of attitude was found in the relationship between environmental apparel knowledge, green self-concept, social status, perceived environmental knowledge, and purchase intention. Furthermore, subjective norms were found to have a significant mediating effect in the relationship between social status and purchase intention, but no significant mediating effect of subjective norms was found in the relationship between environmental apparel knowledge and green self-concept with

purchase intention. Meanwhile, perceived behavioral control was found to have a significant mediating effect in the relationship between social status and environmental apparel knowledge with purchase intention, but no significant mediating effect was found in the relationship between green self-concept and purchase intention.

To effectively influence mothers' purchase intention towards eco-friendly baby apparel, marketers should emphasize the social status motivations associated with these products, focusing on attractiveness, attention, and uniqueness (Caniëls et al., 2021; Uprety et al., 2022). Additionally, companies should highlight the perceived social benefits and reputation enhancement that come with choosing environmentally friendly baby clothes (Apaolaza et al., 2022; Reimers et al., 2017). To effectively target mothers' purchase intention towards eco-friendly baby apparel through social status and perceived behavioral control as the two strongest influences, companies can employ the following strategies. To maximize the effectiveness of targeted marketing efforts, companies can leverage data analytics algorithms and AI technologies to provide highly personalized recommendations for environmentally friendly baby clothes. By analyzing customers' previous purchases, browsing history, and demographic information, recommendation systems can suggest products that align closely with their preferences and values. This level of personalization enhances customers' perceived control over their purchasing decisions, as they feel empowered to make choices that reflect their desired social status and sustainability goals. Companies can also take personalization to the next level by implementing advanced AI algorithms. These algorithms can learn from customers' behavior and preferences over time, continuously improving the accuracy and relevance of the recommendations provided. By integrating AI-powered recommendation systems into their websites or targeted marketing campaigns, companies can effectively guide customers towards eco-friendly baby clothes that resonate with their individual tastes and desired social status.

Furthermore, customer segmentation techniques can be employed to identify specific customer groups with unique motivations and desires. By understanding the different segments within their customer base, companies can tailor their marketing messages and channels to effectively reach and engage each segment. For example, they can emphasize the social status associated with environmentally friendly baby clothes in their communications with fashion-forward customers, while highlighting the environmental impact reduction for eco-conscious consumers. This targeted approach ensures that marketing efforts are relevant and resonate with customers' specific motivations, increasing their perceived control and purchase intention. Another effective strategy is to establish partnerships with influential parenting or eco-conscious social media influencers who share the brand's values and have a strong following. By collaborating with these influencers, content can be created to showcase how eco-friendly baby apparel enhances social status and promotes a responsible lifestyle. This collaboration can generate buzz, reach a wider audience, and positively impact consumers' perception of the brand. Collaborating with eco-conscious social influencers or mom bloggers who align with the desired social status and values of the target audience can further amplify the brand's message and increase brand awareness and credibility.

Incorporating user-generated content (UGC) and encouraging social sharing can also be instrumental in enhancing perceived control and social status. Customers can be encouraged to share their experiences, photos, and stories related to wearing or using environmentally friendly baby clothes on social media platforms. By creating a branded hashtag specific to the eco-friendly baby apparel line and actively engaging with UGC, a sense of community and social validation can be fostered around the brand. Regularly monitoring and engaging with UGC by liking, commenting, or reposting on the brand's social media accounts can further enhance customer engagement. Additionally, running social media contests or giveaways that incentivize participation can further enhance the attention-seeking aspect and create a sense of community. Lastly, focusing on product attributes is crucial in empowering consumers to make sustainable purchasing decisions. Offering a wide range of environmentally friendly baby clothes and providing transparent information about the products' sustainability attributes can enhance consumers' perceived control. Customization options can be offered to allow consumers to align their choices with their personal values and desired social status, thereby achieving the unique attribute. Clear and transparent information about the sustainability practices and certifications, such as GOTS, OEKO-TEX® MADE IN GREEN, or ORGANIC COTTON, should be provided. These certifications can be prominently displayed on clothing labels to assure consumers of the eco-friendly attributes of the products. By selecting products with these labels, consumers signal their commitment to environmental and social causes, enhancing their social status and reputation among their peers and communities.

To further enhance the understanding of consumer behavior towards eco-friendly baby apparel, future research should explore additional variables such as product attributes (Joshi & Rahman, 2015; Khare, 2019; Oh & Abraham, 2015), perceived value (Chi et al., 2021), and convenience (Ruangkanjanases et al., 2020). Further investigations could also explore physical attributes, where consumption of environmentally friendly products may stem from consumers' motivations and beliefs regarding the benefits derived from purchasing related products, such as improved family health through product usage (Hustvedt & Dickson, 2009). Additionally, incorporating the moderating effect of price sensitivity (Hsu et al., 2017) and demographic variables such as age, education (Witek & Kuzniar, 2020), and income (Chi et al., 2021) can provide insights into population segments more likely to engage in sustainable consumption practices.

Qualitative research methods, such as in-depth interviews or focus groups, can be employed to delve deeper into consumers' motivations, barriers, and decision-making processes regarding eco-friendly baby apparel. Furthermore, studying cross-cultural differences beyond the scope of this research can offer broader insights into the relationship (Ko & Jin, 2017). Further longitudinal studies can be conducted to observe consumers' purchase intentions over time. Moreover, to account for specific contextual effects, researchers may examine different contexts and target groups, considering cultural values, socioeconomic factors, and generational differences that influence attitudes and purchase intentions for eco-friendly baby clothing. Future research can also adopt a mixed-methods approach, combining quantitative and qualitative research methods, to

provide a comprehensive understanding of the factors influencing consumer purchase intentions towards eco-friendly baby apparel.

CONCLUSION

In conducting this research, several limitations should be acknowledged. Firstly, the number of respondents involved in the study was limited to 216 individuals due to specific criteria, impacting generalizability. The residences of the respondents primarily represented certain regions, accounting for 71.76% of the sample, while other regions had a smaller representation, raising concerns about geographic variation. There was a disproportionate representation of educational levels, with the highest percentage of participants holding a bachelor's degree. This may limit the reflection of individuals with different educational backgrounds. The study relied on self-reported measures, which may be subject to inaccuracies and personal biases. The reliability of the data may be affected by respondents' memory, potentially impacting the accuracy and completeness of the information. Additionally, the research adopted a cross-sectional design, collecting data at a specific point in time, limiting the ability to establish causality or track changes over time.

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