



**Instituto Superior
de Contabilidade
e Administração**

Politécnico de Coimbra

COIMBRA BUSINESS SCHOOL
ISCAC.pt

Dindin Saepudin

**Consumers' Perspectives on Handmade/Artisan Fashion
Products Made from Recycled Clothing Combined with
Traditional Cloth**

Coimbra, October 2021



**Instituto Superior
de Contabilidade
e Administração**

Politécnico de Coimbra



**Instituto Superior
de Contabilidade
e Administração**

Politécnico de Coimbra

COIMBRA BUSINESS SCHOOL
ISCAC.pt

Dindin Saepudin

Consumers' Perspectives on Handmade/Artisan Fashion Products Made from Recycled Clothing Combined with Traditional Cloth

Dissertation submitted to the Higher Institute of Accounting and Administration of Coimbra to fulfil the requirements for obtaining a **master's degree in Marketing and International Business**, conducted under the guidance of Professor Isabel Maria Mendes Pedrosa and co-supervised by Professor Belém Barbosa, Universidade do Porto.

Coimbra, October 2021

STATEMENT OF RESPONSIBILITY

I declare that I am the author of this Dissertation, which is an original and unpublished work, which has never been submitted to another Higher Education Institution to obtain an academic degree or other qualification. I further certify that all citations are properly identified and that I am aware that plagiarism is a serious lack of ethics, which could result in the annulment of this dissertation.

ACKNOWLEDGEMENT

I would like to thank my thesis supervisor, Professor Isabel Maria Mendes Pedrosa and co-supervisor and Professor Belém Barbosa (Universidade do Porto), for very valuable advice and input. I am gratefully indebted to you both valuable comments and suggestion on this thesis consider the time constraints.

I would also like to acknowledge and thank you to all survey participants for taking their time to participate in the survey.

Finally, I must express my very profound gratitude to my family, first to my mother in Indonesia always support with every single word in her prayers to do best for me, and hope to see you soon. Thank you also to my family here, home in Portugal with his biggest support in every day live to make this happened for all my project of entrepreneur I did and this study. Also, to all my close friends for providing me with unfailing support and continuous encouragement throughout my years of study and through the process of researching and writing this thesis.

This accomplishment would not have been possible without them. Thank you.

Coimbra, 2021



Dindin Saepudin

ABSTRACT

Fashion industry especially clothing is one of the largest sub-sectors that give contribute to carbon footprint in the world this day. This over consumption has resulted to unbalance the environment. These activities are rapidly growing across the globe and have an important role in creating awareness among the consumers regarding the products that environmentally friendly and their impact on the environment which helps the consumers in their buying decisions So, changing consumer perspectives it can be a way that presumed to be sustainability consume and environmentally safe. Product fashion that features the benefits of green ecological and social cultural tradition can be beneficial. This paper attempts to explore the usage of fashion product from the artisan that hand base labor where the product made from recycled clothing material combining with traditional cloth among the consumer purchase behavior.

Therefore, the purpose of this research is to investigate and explore the factors consumer behavior of environmental concern, altruistic motivation, fashion motivation, price perception, perceived value, product involvement, personal value, emotional value, and social status influence consumers attitudes toward handmade/artisan fashion products. Also, the factors consumer behavior on the intention to purchase of handmade/artisan fashion products made from recycled clothing combined with traditional cloth rather for personal use and gifting, also how it affects, and, in ways, shapes consumers purchase intention when aware of the impact of their actions in the environment and social responsibility.

This study was based on the literature review, and it was conducted a questionnaire to 320 participants comprising three groups' consumers: Indonesians living in home country, Indonesian individuals living in abroad, and people unrelated with Indonesia such as Europeans with all the other nationalities. The analysis of the results found that shows consumers price perception, perceived value, product involvement, emotional value, and consumer attitudes significant influenced on intention to purchase for self use. The second result found perceived value, product involvement and consumer attitudes significant influenced on intention to purchase for gifting. The last altruistic motivation and social status significant influenced on consumer attitudes toward handmade/artisan fashion products made from recycled clothing combined with traditional cloth.

Keyword: environmental concern, consumer motivation, consumer perception, consumer attitude, product involvement, personal value, emotional value, social status, intention to purchase, self use and gifting.

RESUMO

A indústria da moda, em especial a de vestuário, é um dos subsectores que mais contribui atualmente para a pegada de carbono no mundo. Este excesso de consumo resultou no desequilíbrio ambiental. Estas atividades estão em crescimento acelerado em todo o mundo e desempenham um papel importante na criação da consciencialização entre os consumidores no que diz respeito aos produtos que são “amigos do ambiente” e no seu impacto ambiental, o que ajuda os consumidores nas suas decisões de compra. Assim, mudar as perspetivas do consumidor quanto a esta situação pode ser uma forma para o caminho rumo ao consumo sustentável e ambientalmente seguro. A moda associada a produtos que incorporem os benefícios ecológicos, cultura tradicional e verde pode apresentar benefícios. Este trabalho pretende explorar o uso de produtos de moda artesanal onde o produto é feito a partir de roupas recicladas combinadas com roupas tradicionais considerando o comportamento de compra do consumidor.

Consequentemente, o objetivo desta pesquisa é investigar e explorar os fatores relacionados com o comportamento do consumidor, preocupação ambiental, motivação altruísta, motivação de moda, perceção de preço valor percebido, envolvimento com o produto, valor pessoal, valor emocional e influência no status social que influenciam as atitudes do consumidor relativamente a produtos de moda feitos à mão/artesanais. Adicionalmente, os fatores relacionados com o comportamento do consumidor sobre a intenção de compra de produtos de moda feitos à mão/artesanais, produzidos a partir de roupas recicladas combinadas com roupa tradicional relativamente a compra para uso próprio ou para oferecer e de que forma isso afeta a decisão, e se molda a intenção de compra quando estão conscientes do impacto das suas ações no ambiente e em termos de responsabilidade social.

Este estudo baseou-se na revisão da literatura e foi conduzido através de um questionário, que recolheu 320 respostas, considerando 3 tipos de consumidores: Indonésios que vivem no seu país, Indonésios que vivem no estrangeiro e pessoas sem qualquer relação com a

Indonésia, tais como Europeus e participantes de outras nacionalidades. A análise dos resultados demonstra que a perceção dos consumidores quanto ao preço, o valor percebido, o envolvimento com o produto, o valor emocional e as atitudes do consumidor influenciam de forma significativa a intenção de compra para uso próprio. O segundo resultado demonstra que o valor percebido, o envolvimento com o produto e as atitudes do consumidor influenciam de forma significativa a intenção de compra para oferecer. Por fim, a motivação altruísta e o status social influenciam significativamente as atitudes do consumidor relativamente a produtos de moda feitos à mão/artesanais produzidos a partir de roupas recicladas combinadas com roupas tradicionais.

Palavras-chave: preocupação ambiental, motivação do consumidor, perceção do consumidor, atitude do consumidor, envolvimento com o produto, valor emocional, status social, intenção de compra, uso pessoal e para oferta.

INDEX

1	Introduction	1
1.1	Research Problem	3
1.2	Research Objective	3
1.3	Traditional Cloth from Indonesia: Batik.....	4
1.4	Relevance of the study	4
1.5	Adopted Methodology	5
1.6	Structure of the Document.....	6
2	Literature Review	7
2.1	Consumer Behavior Regarding Green Fashion	7
2.1.1	Definition of Green Fashion.....	7
2.1.2	Consumer Perceptions Regarding Green Fashion	8
2.1.3	Consumer Attitudes Toward Green Fashion	9
2.1.4	Consumer Motivations Toward Green Fashion	10
2.1.5	Summary of Consumer Behavior Toward Green Fashion	11
2.2	Consumer Behavior Regarding Cultural Fashion.....	14
2.2.1	Definition of Cultural Fashion.....	14
2.2.2	Consumer Perceptions Regarding Cultural Fashion.....	15
2.2.3	Consumer Attitudes Toward Cultural Fashion.....	16
2.2.4	Consumer Motivations Toward Cultural Fashion	17
2.2.5	Consumer Motivations Toward Cultural Fashion	18
2.3	Consumer Behavior Regarding Handmade/Artisan fashion.....	20
2.3.1	Consumer Perceptions Regarding Handmade/Artisan Fashion.....	20

2.3.2	Consumer Attitudes Toward Handmade/Artisan Fashion.....	21
2.3.3	Consumer Motivations Toward Handmade/Artisan Fashion	22
2.3.4	Summary of Consumer Behaviour Regarding Handmade/Artisan Fashion..	23
2.4	Segments of Consumers Eco-friendly Fashion.....	25
2.4.1	National/Foreign.....	26
2.4.2	Eco-friendly Handmade Fashion as Gift or Personal use.....	27
2.4.3	Summary Segmentation of Consumers	28
3	Methodology.....	29
3.1	Research Design	29
3.1	Hypotheses.....	30
3.1.1	Environmental Concern.....	30
3.1.2	Consumer Motivations	31
3.1.3	Consumer Perceptions	33
3.1.4	Product Involvement	34
3.1.5	Personal Value.....	35
3.1.6	Emotional Value	35
3.1.7	Social Status	36
3.1.8	Consumer Attitudes.....	37
3.1	Data Collection Method.....	38
3.1	Variable description.....	40
3.1	Questionnaire Development and Pre-test	50
3.2	Sampling	50
3.3	Data Analysis Techniques	51
4	Result ana Analysis	53

4.1	Sample Characteristics.....	53
4.2	Descriptive Statistic	54
4.3	Mediator Analysis.....	61
4.4	Hypotheses Test.....	62
4.4.1	Effect Consumer's Behavior on Consumer's Attitudes	62
4.4.2	The Effect of Consumer's Behavior on Intention to Purchase for Self Use..	65
4.4.3	The Effect of Consumer's Behavior on Purchase Intention for Gifting.....	68
4.4.4	The Effect of Consumer's Attitude on Purchase Intention for Self Use	70
4.4.5	The Effect of Consumer's Attitude on Purchase Intention for Gifting	71
4.5	Secção1 Summary of Hypotheses Testing.....	73
5	Conclusio.....	75
5.1	Main Findings.....	75
5.2	Managerial Implication.....	79
5.3	Limitations and Future Research Directions.....	80
	REFERENCES	81
	APPENDIX	91
	Appendix 1 – Questionnaire	92
	Appendix 2 – Result SPSS Analysis Mediator.....	106

FIGURES INDEX

Figure 1. Proposed research model.....	38
Figure 2. Mediator Result.....	62

TABLE INDEX

Table 1. Perceptions, Attitudes and Motivations of Consumer Behavior Regarding Green fashion product also eco-friendly products from the literature review	11
Table 2. Perceptions, Attitudes and Motivations of Consumer Behavior Regarding Cultural fashion product also eco-friendly products from the literature review.	18
Table 3. Perceptions, Attitudes and Motivations of Consumer Behaviour Regarding Handmade/Artisan Fashion product also eco-friendly products from the literature review	23
Table 4. Segmentation, National/Foreigner and Product as Gifts or Personal Use of Segmentation Consumer Regarding Eco-friendly Products from the literature review	28
Table 5. Respondents' characteristics	39
Table 6. Variable construct, measurement and scales item.	43
Table 7. Descriptive Statistics	55
Table 8. Descriptive and internal consistency statics of explained variables.....	57
Table 9. Predict the relationship between factors and consumer attitudes & confirm the model fitness.....	64
Table 10. Relationship between Consumer's Behavior and Consumer's Attitudes.....	65
Table 11. Predict the relationship between factors and intention to purchase for self use & confirm the model fitness	66
Table 12. Relationship between Consumer's Behavior on Intention to Purchase for Self Use	67
Table 13. Predict the relationship between factors and intention to purchase for gifting & confirm the model fitness	69
Table 14. Relationship between Consumer's Behavior on Intention to Purchase for Gifting	69
Table 15. Predict the relationship between factors and intention to purchase for gifting & confirm the model fitness	71

Table 16. Relationship between Consumer's Behavior on Intention to Purchase for Self Use	71
Table 17. Predict the relationship between factors and intention to purchase for gifting & confirm the model fitness	72
Table 18. between Consumer's Behavior on Intention to Purchase for Gifting.....	73
Table 19. Summary of the hypotheses results	73

LIST OF ABBREVIATIONS

Abbreviation	Explanation
AM	Altruistic Motivation
BBC	British Broadcasting Corporation
CA	Consumer Attitudes
DIY	Do it yourself
EC	Environmental Concern
EPA	Environmental Protection Agency's
EV	Emotional Value
FM	Fashion Motivation
GIF	Graphics Interchange Format
IBM	International Business Machines Corporation
IPG	Intention to Purchase for Gifting
IPSU	Intention to Purchase for Self Use
LLCI	Upper Level of Confidence Interval
PI	Product Involvement
PP	Price Perceptions
PV	Perceived Value
PVE	Personal Value
SPSS	Statistical Package for the Social Sciences
SS	Social Status
ULCI	Lower Level of Confidence Interval
UNECE	United Nations Economic Commission for Europe
UNESCO	United Nations Educational, Scientific and Cultural Organization

1 Introduction

In recent years, there is an increased awareness regarding waste in consumption. One of the sectors that produces a larger ecological footprint is clothing, due to very high levels of clothing waste (Mundigo-Moore, 2020). The increasing consumption of trendy clothes, also known as fast fashion, has caused prices to become cheaper (Chaturvedi et al., 2020), which, in turn, has allowed consumers to buy more clothes (Charpail, 2017). Additionally, fast fashion products tend to have a short lifespan (Kim et al., 2013), resulting in increased amounts of clothing going to landfills globally (Munir, 2020). Based on the United States Environmental Protection Agency's report (EPA, 2019), around 13 million tons of clothing are either dumped into landfill or burned each year in the USA alone. The fashion industry accounts for about 10% of global carbon emissions, and nearly 20% of wastewater (UNECE 2018), and it is estimated that by the year of 2030 this industry will be discarding more than 134 million tons of textiles per year (BBC, 2020). As such, clothes' waste is a relevant topic nowadays.

At the same time, consumers are increasingly concerned about the environment (Amarnath & Nagarajan, 2019) and aware about the ecological footprint (Viswanathan & Varghese, 2018), giving rise to consumer preference and demand of eco-friendly products (Viswanathan & Varghese, 2018) in order to protect the environment (Mokha, 2017). Eco-friendly products and also known as green products or some other can be mentioned as environmentally friendly products (H. Wang et al., 2020a) are those products that help preserve the environment by significantly reducing the pollution they could produce (Mokha, 2017). Still, eco-friendly products tend to be more expensive (Amarnath & Nagarajan, 2019; Barbarossa & De Pelsmacker, 2016a; Brécard et al., 2009; Hundal & Kumar, 2015), which limits their adoption by consumers.

This dissertation is in line with authors such as Pessôa et al., (2015) who suggest recycling and post-use strategies in order to reduce pollution caused by the amount of clothing produced and discarded. Concur with Cohen (2019), every material product that people consume should be produced with the least possible environmental impact, and after a product is consumed, the waste from that process should be used as an input to another productive process. Considering that recycled fashion products may be less expensive

than other eco-friendly alternatives, they may become particularly relevant alternatives to traditional fashion products.

Additionally, this dissertation also focuses on handmade craft fashion. Handmade crafts and “Do it yourself” (DIY) projects are some examples of reducing waste by recycling. Mokha (2017) argues that DIY products are often manufactured and designed through clean technology, thus having reduced impact to the environment. Fuchs et al., (2015) also stresses that hand-based labor continues to play an important role to societies. Indeed, homemade crafts in the US creative industry have grown by an impressive 45 percent from 2011 and were worth \$43.9 billion in 2017 (Pilon, 2021). It is a promising business model for many entrepreneurs by opening up relevant market opportunities, by carrying out eco-friendly and sustainable business (Viswanathan & Varghese, 2018) and by increasing competitive advantage (Astuty & Suryana, 2018). Fuchs et al., (2015) stress that hand-made products containing recycled materials are particularly attractive to both consumers and to protect the environment. Despite the relevance of this strategy to reduce cloth waste and to follow sustainable principles, there are still insufficient studies on the adoption of this type of product.

According to Permatasari & Cantoni (2019), traditional cloth (e.g., “Batik”, which is the focus of this dissertation) carries several benefits, as while it enables the production of garments for fashion it also has important social functions. Csanák (2019) points out the contributions for cultural sustainability, respect for the cultural cloth in the part of cultural heritage and environment has a significant role in including traditional cloth in fashion products. In fact, combining different cultures in fashion is associated with cultural respect and becomes a cultural asset with multi-purpose not only for culture, but creative economy such as fashion, design and craft (Saddhono et al., 2014). Following that aspect of culture for fashion still needs to be explored in the field of these studies with adoption for combining this type of product.

1.1 Research Problem

The focus of this study is the adoption of handmade/artisan fashion products made from recycled clothing combined with traditional cloth. The research problem defined for this study is as follows:

What are the main determinants of consumer purchasing behavior regarding eco-friendly handmade fashion products made with recycled and traditional cloth?

In particular, the focus of this study is handmade/artisan fashion products that combined recycled clothing with traditional cloth. The dissertation includes an empirical study about fashion products made with recycled clothing e.g., denim combined with Batik, a traditional cloth from Indonesia. The uniqueness of the handmade/artisan fashion products is due to the collaboration of the sustainable contributes to green ecological awareness and social cultural tradition. So, these handmade products are cultural because of Batik, and eco-friendly because they include recycled clothes (e.g., denim).

1.2 Research Objective

In order to tackle the research problem stated above, the research objectives defined for this dissertation are as follows:

- Summarize the contributions scattered in the literature on consumer behavior regarding (i) eco-friendly products and (ii) handmade products, and (iii) cultural crafts, with a particular focus on fashion products;
- Propose a conceptual model for explaining purchase intentions regarding eco-friendly handmade/artisan fashion products made with recycled clothing and traditional cloth;
- Identify criteria for segmenting consumers of eco-friendly handmade/artisan fashion products made with recycled clothing and traditional cloth;
- Compare motivations for buying eco-friendly handmade fashion products made with recycled clothing and traditional cloth for personal use and for gifting;

- Propose targeting and positioning strategies for eco-friendly handmade/artisan fashion products made recycled clothing with batik in Europe.

1.3 Traditional Cloth from Indonesia: Batik

Batik is a traditional cloth which is part of the cultural heritage from Indonesia. Saddhono et al., (2014) suggests that the combination between recycled denim and batik may appear as a strategic collaborative cultural product. Batik is the heritage fabric material which specifies a product culture (Oktavian Haryanto & Heru Priyanto, 2013) Just as important, Batik is a craft possessing high value (Saddhono et al., 2014). On October 2, 2009, The United Nations Educational, Scientific and Cultural Organization (UNESCO), recognized Indonesian batik as a world cultural heritage (material) and it was declared in Solo, Surakarta, Central Java. In fact, UNESCO (2009) designated Indonesian batik as a masterpiece of oral and intangible heritage of humanity. Batik is a unique material (Astuty & Suryana, 2018), which is an adaptable material and very popular in Indonesia, as examples can be easily found as household wares, additional room material, souvenirs and clothing (Saddhono et al., 2014). Furthermore, demand for Batik is gaining momentum in other parts of the world especially in European markets due to the fashion trend for eco-friendly hand-crafted products (Maulik et al., 2014). In these circumstances more needs to be sought to assess the benefit of people, especially those living abroad, regarding the origins of their cultural traditions.

The internationalization impact of this cultural product began with the diaspora (Elo et al., 2020). Recently, and according to the Overseas Indonesian Students' Association Alliance, more students from Indonesia went to other parts of the world to take up residency and continue their studies (PPI Dunia, 2021). Despite the additional internationalization opportunities for batik, batik fashion product adoption in foreign countries is still disregarded by researchers.

1.4 Relevance of the study

The culture combined as a traditional cloth with handmade eco-friendly fashion products in this study are expected to have an impact on society due to its connections with sustainability. Indeed, it is relevant both in terms of social sustainability, considering the opportunities it may provide to craftsmen, and to the environment, due to the reduction,

re-use, and recycling of clothing waste. The cultural touch, as a combination with the recycled material of this type of product, encourages entrepreneurs to use their traditional culture to provide new innovations to be different from the slow fashion industry. So, the outcome from this study can drive businesses and also inspire entrepreneurs, especially artisans, by finding the right target for segmentation in the market and demographic characteristics (e.g., gender, age, profession, and income).

While there are already studies about a traditional cloth as a craft, fashion and design culture of heritage, however, an analysis of recycling handmade products from waste clothing (e.g., Denim) combined with a traditional cloth from a specific country origin and culture of heritage value regarding this type of fashion product, is still missing especially for the people who originated living in Europe and potential European consumers regarding this type of fashion products.

1.5 Adopted Methodology

In order to meet the objectives defined in this research project and to test the research hypotheses derived from the literature and synthesized in the conceptual model proposed in this dissertation, an exploratory quantitative approach was adopted. This study includes results from an online survey with 320 participants, comprising 3 groups consumers: Indonesians living in home country ($n = 112$), Indonesian individuals living in abroad ($n = 75$), and people unrelated with Indonesia such as Europeans with all the other nationalities ($n = 133$).

Participants in this study belong to the Millennial generation, as though they are considered to be the most important buying group. Millennials are considered to be the most important buying group. They are considered the “Now Generation”. According to Persson (2019), Millennials generation as sometimes called Generation Y are described as the individuals born between the early to mid-1980s and mid-1990s to early 2000. In the year 2021, they are aged between 25 and 40 (years), and have more spending power than any other age group (Kasasa, 2021). Millennials think for themselves, confident and are not tied to the past (Persson, 2019). They are shaping the future, where there is a growing need for brands and products that embrace purpose and sustainability (White et al., 2019). This would be the ideal target group for Crafts, as these eco-friendly products

would be very attractive to Millennials (Csanák, 2018). As a result, young consumer willing to purchase and spend more money on the eco-friendly product (Badulescu et al., 2019; Makhdoomi, U. M. & Nazir, 2016).

1.6 Structure of the Document

This dissertation is organized in five chapters. After the introduction (chapter 1), a literature review is presented. In order to summarize the state of the art for consumer behavior regarding culture handmade eco-friendly fashion products, the literature review (chapter 2) combines contributions from several fields, in particular sustainability and crafts products. Considering the main contributions found in the literature, a set of hypotheses were defined, resulting in the conceptual model proposed for this study, which are presented in detail in the methodology section (chapter 3). The third chapter also explains in detail the research instrument that was used, the sampling methods and the techniques used for data analysis. Chapter 4 presents the results of the study, with particular emphasis on hypothesis test. Finally, chapter 5 presents the main conclusions of the dissertation, highlighting the theoretical and managerial implications, and identifying limitations and suggestions for future research.

2 Literature Review

This chapter, a literature review will follow for this research in order to state the art of consumer behavior regarding culture combined with handmade eco-friendly fashion products.

2.1 Consumer Behavior Regarding Green Fashion

2.1.1 Definition of Green Fashion

In society word of fashion is often considered as a reflection typically involving continuous change (Dickenbrok & Martinez, 2018). Generally green fashion word belongs to the slow fashion movement, which was developed over the past decades, and used interchangeably with eco-, sustainable- and ethical-fashion (Henninger et al., 2016). On the other hand, Ahmad et al., (2020) argue that green fashion defines a requirement as a product that is durable, made from sustainable resources, and open to recycling. However, green fashion is a new possible lifestyle for Romanians suggested by Voicu et al., (2013), and concluded that in fashion integrated several concepts namely: organic, fair trade, sustainable and recycled. Overall, green fashion is often associated with “Green Product” or “Eco-friendly Product” with the same feature because it has less impact on the environment in the processing and production of products. According Mokha (2017), on the green product or eco-friendly product has various features such as:

- ❖ Products with natural and chemical free ingredients
- ❖ Products are biodegradable
- ❖ Products having eco-friendly packaging
- ❖ Products grown originally
- ❖ Products can be recycled and reusable i.e., reusable, refillable containers etc.
- ❖ Products do not harm or pollute the environment.
- ❖ Efficient products which save energy, water, gasoline and money.
- ❖ Product that is not tested on animals.

As a result, eco-friendly products are products that cause no harm to the environment in their production, use or disposal (H. Wang et al., 2020b).

Green fashion doesn't only refer to the branding of eco-labelled, and how it is made such as from the organic raw materials sources matters or use of harmful chemicals and

coloring processes. In this insight of green fashion is how to reduce the end cycle waste of clothing and to associate this concept to terms such as: recycling and re-used, or for example transforming the material to a product. Regarding Niinimäki (2010), as the defined green fashion or eco-fashion that is aiming for long term use, produced locally, does not cause or have any environmental impact and it makes use of recycled materials. This concept brought new concern in the fashion industry for entrepreneurs and consumers as an important issue due to increasing awareness of the environment in the sustainable fashion and social impacts (Kozłowski et al., 2016).

2.1.2 Consumer Perceptions Regarding Green Fashion

The features of green products become important for consumers when buying them (Makhdoomi, U. M. & Nazir, 2016). One of the intentions of the consumers is acceptance and purchasing of new products from stimuli-responsive environmental concern information. Alharthey (2019), suggests the environmental harm is one aspect that influences awareness to purchase green products. The project of handmade, eco-friendly fashion products included what the literature review said as the product production created awareness of environmentally friendly.

The concern for the environment has been found to be more among the young consumers and they are even willing to pay more for the green product to protect the environment (Makhdoomi, U. M. & Nazir, 2016). This was also confirmed in his research Munir (2020), for the eco-friendly fashion that the participants would be willing to consider eco-fashion if they have reliable information about its environmental attributes and they are willing to pay a higher price for eco-fashion considering the high quality of the product. The high quality of the product from the study Guyader et al. (2017), showed that consumers who looked longer at the green product or eco-friendly products paid a higher green premium. This is significant also on the study of Chinese consumers' willingness to pay a price for the green premium for eco-friendly children's furniture has some overwhelming result that the majority of the correspondents from 320 consumers (nearly 98%) would willing to pay it (Wan et al., 2019). However, Guo et al. (2020) observation finding and argued that green fashion products expected high in price in spite the consumer like it, but still refused to pay it.

In the same way, according to Barbarossa & De Pelsmacker (2016), the effect of care for the environmental consequences of purchasing on intention to purchase eco-friendly products is significant for green consumers only, whereas it is not significant for non-green consumers. The contrast with previous literature was found that non-purchasers have higher buying intentions for eco-friendly (e.g. toothpaste and detergent), products introduced for personal use and home care category as eco-friendly variants (Chockalingam & Isreal, 2016). In order to increase consumer regard to the green product Kang & Kim (2017) suggests customer relationship management needs to adding an exclusive information about what new green product, how products are green, and how green fashion products benefit the environment by providing an up to date and interactive contents (e.g., recent photos, High quality videos/360 videos and GIF images). Consequently, the product handmade eco-friendly fashion intended as marketing items based on environmental dimensions. The organizations engaged with eco-friendly settle on choices identifying with the whole procedure of the organization's items, for example, strategies for handling, bundling and dissemination (Amarnath and Nagarajan 2019).

2.1.3 Consumer Attitudes Toward Green Fashion

Understanding customer attitudes can monitor and change their intentions regarding the business. As been said by Yang et al. (2017), indicates that consumers' environmental attitudes have an impact on intention and interest to invest in green fashion products. As a new concept for a business in the field of green fashion need to explore more why green product development effort levels remain low in the fashion industry or it is because of an underexplored area of product greenness competition. This following argument from Guo et al. (2020), consumer return rate based on product greenness and price competition are negatively correlated with the optimal greenness level of a fashion product. That is why in the handmade eco-friendly fashion the author needs to address more, as a green enterprise should facilitate customer services promoting the benefits of green fashion consumption and increase consumers' belief in the green brand (Kang & Kim, 2017).

One component consumer attitude needs to examine is behaviour toward green products. Green behaviour is the choice made by the consumers whether to buy an eco-friendly product or not, as a consumer concern towards a safe environment has been frequently increasing (Angsoyiri, 2021; Makhdoomi, U. M. & Nazir, 2016). Consumers are seeking

to be part of the sustainable movement and to have a positive social and environmental impact and they typically engage in buying behaviour based on the purpose of the brands, and not on their particular need of the product (Dickenbrok & Martinez, 2018). According to Kotler and Armstrong (2008), the basic model of consumer decision making comprises three major components such as; marketing and other stimuli, buyer's black box, and buyer responses.

The literature review indicates that it is evident that demographic characteristics (age, gender, income or educational qualifications) do not influence purchase behaviour for consumer satisfaction (Makhdoomi, U. M. & Nazir, 2016), and do not significantly contribute (Alharthey, 2019) toward green products. Consumers are concerned not only with quality and price but also with the social and environmental impacts of products and processes (Geldermann et al., 2016).

2.1.4 Consumer Motivations Toward Green Fashion

Consumers are increasingly aware to be able to identify and to purchase a product that fulfils their needs, and in the fashion world the main driver for change is the consumers desires (Niinimäki, 2010). Facing the needs and desires of consumers who are now more environmentally conscious and aware of actions impacted by the evolving of the times, an appearance of consumer motivation needs to address more in the consumers perspective to consume and purchase green products. In their research Stancu et al., (2020) focuses on the various motivations driving sustainable behavior of whether these motivations refer to sustainability reasons to protect the environment and other reasons such as social norms. Convincing consumers for green products can motivate them to positive environmental beliefs, knowledge and high complicity to respond to the intention of purchasing eco-friendly products (Chockalingam & Isreal, 2016).

Showing more of the information about helping the environment also what is the fact of fashion impact, give new meaning to the product has been recycled, and with the right communication in the way producing it for the green fashion products can stimulate and motivate the consumers to purchase the goods. According to Dickenbrok & Martinez (2018), communicating transparent and inspiring stories is the best way which is needed for transition to sustainable consumption. Therefore, creating desire and being trendy is just as important as conforming the production condition. In the same way, educating and

informing on the benefits of eco-clothing on green fashion toward consumption is really important for the consumers' knowledge and encourages the producers to produce such goods (Voicu et al., 2013).

On the other hand Guo et al., (2020) investigated that consumer return rate based on product greenness and price competition are negatively correlated with the optimal greenness level of a fashion product. Other argue that inappropriate communication (Barbarossa & Pastore, 2015) and high price perception of the green product or eco-friendly product (Amarnath & Nagarajan, 2019; Barbarossa & De Pelsmacker, 2016b; Brécard et al., 2009; Hundal & Kumar, 2015) lead to environmentally conscious consumers constraint for purchasing the product. In addition, their findings suggest that the more awareness a company puts into its products on environmental concerns and invests more in environmentally friendly goods, the more likely it is that consumers will need to spend more money to purchase the products. This research will take the potential influence of the value of price into account when analyzing the evaluation of consumer motivation and intention to purchase the handmade eco-friendly fashion products.

2.1.5 Summary of Consumer Behavior Toward Green Fashion

To summarize this section on consumer behavior toward green fashion, Table 1 describes and identifies the main studies on its related perceptions, attitudes and motivations.

Table 1. Perceptions, Attitudes and Motivations of Consumer Behavior Regarding Green fashion product also eco-friendly products from the literature review

Consumer Behavior	Description	Authors
Perceptions	- Positive impression - Realization - Sustainability and influences. - Information-based perceptions - Price perception	- (Barbarossa & De Pelsmacker, 2016b) - (Munir, 2020) - (Wan et al., 2019; Yang et al., 2017) - (Guyader et al., 2017; Voicu et al., 2013)

	- Consciousness - Distinction of consumerism - Concern/involve - High consumer return	- (Chockalingam & Isreal, 2016; Guo et al., 2020; Munir, 2020) - (Barbarossa & Pastore, 2015; Kang & Kim, 2017) - (Chockalingam & Isreal, 2016) - (Amarnath & Nagarajan, 2019; Makhdoomi, U. M. & Nazir, 2016) - (Guo et al., 2020)
Attitudes	- Product features - Buying behavior - Product acceptance - Perspective identification - Consumer understanding - Decision making - Willingness-to-pay - Comfort and affordability - Perceived quality - Cultural perspective and diversity - Adoption	- (Chockalingam & Isreal, 2016; Guo et al., 2020; Makhdoomi, U. M. & Nazir, 2016) - (Alharthey, 2019; Barbarossa & Pastore, 2015; Makhdoomi, U. M. & Nazir, 2016) - (Guyader et al., 2017) - (Yang et al., 2017) - (Alharthey, 2019; Amarnath & Nagarajan, 2019; Dickenbrok & Martinez, 2018; Yang et al., 2017) - (Alharthey, 2019; Guo et al., 2020; Niinimäki, 2010) - (Wan et al., 2019) - (Munir, 2020) - (Kang & Kim, 2017) - (Dickenbrok & Martinez, 2018; Yang et al., 2017) - (Hundal & Kumar, 2015; Wan et al., 2019)

	- Purchase Intention	- (Barbarossa & Pastore, 2015; Guyader et al., 2017; Kang & Kim, 2017)
Motivations	- Preference - Strategy - Desire, necessity and explore - Infrequent - Customer satisfaction - Various motivations (external motivation, introjected motivation, internalized motivation, intrinsic motivation) - Attention - Brand awareness - Communication engages - Protection and safety - Higher prices	- (Alharthey, 2019) - (Hundal & Kumar, 2015; Munir, 2020) - (Stancu et al., 2020) - (Barbarossa & Pastore, 2015) - (Makhdoomi, U. M. & Nazir, 2016) - (Brécard et al., 2009; Munir, 2020; Stancu et al., 2020) - (Yang et al., 2017) - (Dickenbrok & Martinez, 2018; Munir, 2020) - (Amarnath & Nagarajan, 2019; Barbarossa & Pastore, 2015; Dickenbrok & Martinez, 2018; Hundal & Kumar, 2015; Munir, 2020) - (Brécard et al., 2009; Dickenbrok & Martinez, 2018; Hundal & Kumar, 2015; Kang & Kim, 2017) - (Amarnath & Nagarajan, 2019; Barbarossa & De Pelsmacker, 2016b; Brécard et al., 2009; Hundal & Kumar, 2015)

2.2 Consumer Behavior Regarding Cultural Fashion

2.2.1 Definition of Cultural Fashion

The word culture is a complex concept as many definitions reflect different theories of human activity and applied to almost every aspect of life (Rahman, 2010). A new concept that can create cultural awareness also has proven that process deliver message through viral marketing can foster cultural awareness by rebuilding knowledge and the love of national culture through cyberspace (Satrio et al., 2020). However, incorporate information about the production technique, semiotic meanings and the socio-cultural aspect when it comes to promoting such cultural heritage as a fashion product it's crucial (Permatasari & Cantoni, 2019), because cultural heritage is regarded as an ensemble of objects in combination with intangible elements, as sets of local knowledge, social processes and cultural practices.

According to Oktavian Haryanto & Heru Priyanto 2013), it has been found that as an illustration of cultural business as a product have significant results indicating that there is good potential for the products, such as cultural products that are rooted from generation to generation, have tacit knowledge, the availability of infrastructure, and open market. Above all, Csanák (2019) defines “*Culture, as the continuously evolving dynamic interaction of mindsets and gut-sets of actors in the system(s), has many points of attachment to sustainability (cultural sustainability). For fashion, it means that the cultural commitment of the designers and brands to sustainability is to create volumes with consideration of their responsibility for sustaining or continuing one’s tradition, heritage, craftsmanship, method, and identity – as a part of this value*”. Overall, the authors argue that culture as a cultural fashion can be a factor socially responsible to maintain the tradition while writing about the products it made.

There are much more definitions about culture, in the field of fashion industry for this research has chosen to focus on the concept of cultural heritage clothes that are relatively traditional of the garment country origin. In other words, this research not only studies definition, but rather seeks an understanding and aiming consumer behavior from the foreigner consumer (European citizens), and the consumer of the community where the traditional culture originates. As the concept of cultural fashion which is the subject of the handmade eco-friendly product. Moreover, this research will take an influence and

deem the way to having social sustainability on the traditional clothes combined on the result of the products handmade. In particular, the discussion of culture in this study is narrowed down to cultural notions that promote understanding of cultural factors associated with consumers' relationships with products. Assumes that culture always plays a massive role in users' perception, attitudes, preferences and values with respect to certain aspects of product design moreover in the cultural fashion (Rahman, 2010). Therefore, when assessing changes in culture, lifestyle and environmental changes, it is important to consider how users influence and adapt when the product is used.

2.2.2 Consumer Perceptions Regarding Cultural Fashion

Grier et al., (2006) when a product that reflects the cultural experience of an ethnic minority group gains significant penetration among consumers outside the referent ethnic group. Thus, ethnic crossover will occur if a product or service that reflects the cultural experience of the community group gains significant acceptance among members of the ethnic majority group. The crossover culture consumption studies also emphasized the evaluation of international marketing Oyedele & Hernandez (2017), despite their significant contribution, the cross-consumption ethnic product in the literature reveals a lack of research and in the international ethnic differences are less explored on the potential effect of intergroup-based, socio-political constructs and emotional on consumer decisions to consume products across ethnicities.

According to Pratiwi et al., (2020), market-oriented products can be defined as organizational behavior that identifies products according to customer needs, competitor behavior disseminates market information throughout the organization and responds with coordination, time, and profit calculation. In their study Elo et al., (2020) advances the marketing management understanding of the extension of cultural and ethnic products to foreign markets by incorporating three theories: international business, transnational and diaspora entrepreneurship and international marketing.

On the other hand, Permatasari & Cantoni (2019) the use of digital technology and online platforms can be carried out effectively to communicate the fashion brand identity and the originality, thereby enabling fashion culture products to appear in an attractive way to be promoted. As the literature predicted, a new opportunity to culture fashion is wider

than ever before, combined with the technology and a traditional culture make it a better way to interest as a product to the potential consumers. Regarding the previous author, positive results can be produced competitively as traditional products by being open to adaptation which makes it easier and more acceptable in target markets (Silva & Elo, 2017).

2.2.3 Consumer Attitudes Toward Cultural Fashion

Oyedele & Hernandez (2017), argue evaluates the factors that influence the attitudes of the majority ethnic consumers toward the consumption of ethnic products that reflect the cultural experiences of the dominant ethnic minority group. However Permatasari & Cantoni (2019) suggested that five main area which can be adapted to the cultural fashion heritage according in information and communication technologies could enable stakeholders in the tourism domain:

- ❖ Access, provide access to quality information on the traditional heritage moreover in cultural fashion;
- ❖ Better, improve the actual experience of such garment's textile;
- ❖ Connect the three main players: heritage, locals, and fashion stakeholders;
- ❖ Dis-intermediate, streamline some relationships, to ensure that local communities can benefit from fashion production and distribution; and
- ❖ Educate, the information and communication technologies provide learning platforms to facilitate relevant stakeholders to learn about culture design and fashion production.

In the same way, raising awareness by communicating through the information with support from the technology about the cultural fashion moreover a traditional heritage, it is important that the consumer understands the meaning value while purchasing and also wearing the product. However, cultural fashion with ethnic-oriented product coverage is likely to influence the context of buying and consumption of whether the product will cross over, and differences in individual preferences and beliefs towards the referent ethnic groups because it can affect consumer tendencies and stay away from the ethnic-oriented products (Grier et al., 2006). By contrast, according to Saddhono et al., (2014), global reception possibly can be found when developing cultural products collaboratively

in the way blended or mixing cultural product fashion without leaving their valuable contents.

Studies by Elo et al., (2020), the Diaspora networks in international marketing, in the case of export of cultural products, this is realized because of the common 'origin' among customers in the context of the host country, which is part of the value creation of cultural products from the network of members of the country's diaspora. The research study Oyedele & Hernandez, (2017), shows that intergroup-based emotional variables are the main mediator between the construction of socio-political dispositions and attitudes toward ethnic products. Therefore, consumer attitudes on the consumption for the traditional and cultural influences are still increasing, referring to the result study Mascarello et al., (2017) confirm that ethnic products (e.g. traditional gastronomy or ethnic food) are still growing.

2.2.4 Consumer Motivations Toward Cultural Fashion

Openness to innovation is not common when it comes to the traditional products or ethnic delight market (Silva & Elo, 2017). Increase the attractiveness of crossover consumption as offering ethnic products from marketers by promoting positive intergroup experiences and tolerance among their multicultural consumers (Oyedele & Hernandez, 2017). According to Permatasari & Cantoni (2019), the use of digital technology and online platforms can be carried out effectively to communicate the fashion brand identity, thereby enabling fashion culture products to appear in an attractive way to be promoted. Following the literature argue that more innovation, experiences and communications is the key to motivate the consumer to search more about the cultural product, by said that Grier et al., (2006) argue that most cultural product referred to the ethnic-oriented product are not so constrained and limit to crossover.

By contrast, according to Saddhono et al., (2014), Fashion statements from traditional clothes in the term of function as fashion identity and content as have deep cultural value and be prospect as global asset in the term of creative industry, as the example combined between Kimono design and Batik clothes as they call "Kimba" have been recognized by Indonesian and Japanese societies or even world-wide.

2.2.5 Consumer Motivations Toward Cultural Fashion

To summarize this section on consumer behavior regarding cultural fashion, Table 2 describes and identifies the main studies on its related perceptions, attitudes and motivations.

Table 2. Perceptions, Attitudes and Motivations of Consumer Behavior Regarding Cultural fashion product also eco-friendly products from the literature review.

Consumer Behavior	Description	Authors
Perceptions	- Cultural experiences - Generation's influence - Cultural awareness - Multicultural marketplace - Tolerance - Quality and price - Network - Socio-cultural aspect and functionalities - Brand crossover and innovative solution - Creative industry and social occurrences	- (Rahman, 2010) - (Oktavian Haryanto & Heru Priyanto, 2013) - (Mascarello et al., 2017; Permatasari & Cantoni, 2019; Satrio et al., 2020) - (Grier et al., 2006; Oyedele & Hernandez, 2017) - (Oyedele & Hernandez, 2017) - (Pratiwi et al., 2020) - (Elo et al., 2020) - (Permatasari & Cantoni, 2019) - (Silva & Elo, 2017) - (Saddhono et al., 2014)
Attitudes	- Social change - Cultural product	- (Mascarello et al., 2017; Rahman, 2010) - (Oktavian Haryanto & Heru Priyanto, 2013; Rahman, 2010; Saddhono et al., 2014; Satrio et al., 2020)

	- Knowledge - Traditional product - Product category and ethnic product - Product crossover and crossover consumption - Affordable - Internationalization - Contemporary fashion and digital technology	- (Csanák, 2019; Oktavian Haryanto & Heru Priyanto, 2013) - (Csanák, 2019; Silva & Elo, 2017) - (Grier et al., 2006) - (Grier et al., 2006; Oyedele & Hernandez, 2017) - (Pratiwi et al., 2020) - (Elo et al., 2020; Permatasari & Cantoni, 2019) - (Permatasari & Cantoni, 2019)
Motivations	- Emotion - Cultural identity - Product potential - National tradition and motif traditional - Investigation and social identity - Consumer preferences - Tradition, purpose and safeguarding - Strategy and partnership - Collaborative and preserve culture - Safety and personal expression	- (Rahman, 2010; Satrio et al., 2020) - (Mascarello et al., 2017; Permatasari & Cantoni, 2019; Silva & Elo, 2017) - (Oktavian Haryanto & Heru Priyanto, 2013) - (Csanák, 2019) - (Grier et al., 2006) - (Pratiwi et al., 2020) - (Permatasari & Cantoni, 2019) - (Silva & Elo, 2017) - (Saddhono et al., 2014) - (Mascarello et al., 2017)

2.3 Consumer Behavior Regarding Handmade/Artisan fashion

2.3.1 Consumer Perceptions Regarding Handmade/Artisan Fashion

Handmade as presented to consumers as being made by hand or process by hand and not a machine or mechanical process (Church & Oakley, 2018). While, handmade production saves energy (Aakko & Koskennurmi-Sivonen, 2013). Thinking of eco-friendly handmade products can be created from scratch, or from recycled materials and also these types of products help preserve the environment (Mokha, 2017). Handmade items or crafts can also be included as part of sustainable fashion (Aakko & Koskennurmi-Sivonen, 2013). Through focusing on the message of sustainability into on trend garments in which handmade craft-fashion enterprise can be generated new opportunities, explored and launched (Hall & Boorady, 2017).

L.Wang et al., (2018), attracted excitement from their students about teaching handicraft techniques where they enjoyed the inner peace when doing hand craft work using needles, yarns and natural dyes. The process gained further understanding of the importance of sustainable design with hands-on practice. Likewise, handmade items can be a good way of adding unique details to a finished product by the crafter or artisan which may also ensure better quality (Aakko & Koskennurmi-Sivonen, 2013). According to study Fuchs et al., (2015), provides some evidence that the existence of handmade crafts affects consumer perceived product attractiveness.

The authors Astuty & Suryana (2018), found that the craft sub-sector is able to contribute well because it has creative people who always have creative ideas that enable them to innovate products. According to Geldermann et al., (2016), the article shows that innovative material development is underway regarding consumers who are concerned not only with quality of the product and price but also with the social and environmental impacts of products and processes. Besides that, the project works Csanák (2019), also provides a possibility to learn more about a foreign culture, which is very important in educating cultural tolerance, since respect for the cultural heritage and environment, became important humanistic endeavours of our time.

2.3.2 Consumer Attitudes Toward Handmade/Artisan Fashion

Due to fast changing fashion trends the potential of handmade and hand crafted products gaining momentum according to Maulik et al., (2014) based on the resulting demand for natural dyed hand batik on cotton fabric all over the world especially in the European market. Following these cultural trends in fashion which is rooted with classic “Do it yourself” (DIY) for examples handmade, co-creation, artisanal and traditional craftsmanship are more popular and gaining engagement from consumers to look and participate in a more meaningful manner (Kozlowski et al., 2016). To validate that previous literature Maulik et al., (2014) argues artisans, craftsman and ethnic communities are practicing the process of following old traditional methods from generation after generation in the way of making a product. Other argue that handcrafted items intended to be high quality, because artisan skills are often passed down through generations when they are young as an apprentice to achieve a high level of skill (Hall & Boorady, 2017).

In the same way suggested by Fuchs et al., (2015) show that consumers has a special appreciation of the human factor especially hand-based labour in the production. On his paper Frizzo et al., (2020) the evidence was provided that the higher intentions towards handmade products can be associated with perceived authenticity. However, quality is an important part for product handmade argues by Hall & Boorady (2017) because the quality most commonly generates a feeling of ownership to the producer and an emotional attachment to the purchaser.

Artisan for the handmade in the fashion industry in over the past decade constantly developing innovative areas for expression and stimulating for new approaches in the field of art on the business (Maulik et al., 2014). Similarly, argues by Pessôa et al., (2015), the artisan as a designer for fashion has essential tools to create fertile environments that promote sustainable innovations. According to Church & Oakley (2018) small business as handmade entrepreneurs has a benefit as they are creating unique products, exclusive and different, creating a consumer interested in purchasing these products. Therefore, emphasis on artisanal quality and timeless design could become the leaders in sustainability especially for the exclusive and luxury brand (Vehmas et al., 2018).

2.3.3 Consumer Motivations Toward Handmade/Artisan Fashion

Handmade product as in art objects are embodied with the expression of the artist, delivering a moment of creation and perceived control of the artisan about the process (Frizzo et al., 2020). Hall & Boorady (2017) argues that handcrafted items are more likely to create a positive emotional attachment to the item product. Point out by Aakko & Koskennurmi-Sivonen (2013), that handmade garments can offer something special by the maker, also the product can be considered as an investment on economic as well as on personality and emotional levels. In the same way according to Church & Oakley (2018), consumers sense and add value to the product above the core production value of the handmade because the product contains emotional investment from the producer put into their production process on the product. However, to motivate the consumer in the ways dedication of the artisan on his study Fuchs et al., (2015) a product perceived as “containing love” can define on the product such as:

- ❖ One artisan controls and executes the entire production of a product,
- ❖ Artisans often devote years to master their craft, and
- ❖ Artisans invest some of themselves in their craft and their products

Alternatively, Khandual & Pradhan (2018) conclude that it is important to value our environment and traditional craft heritage especially for the artisan in the term of growth and prosperity to benefit for the long run in the future.

Studies by Pessôa et al., (2015) they observed that enhancing the value of craftsmanship among the employers who are involved in the process can expand the strategy in the awareness of artisan, in this case lace makers and embroideries of Brazil. Henninger et al., (2016) suggests that craftsmanship and artisanry in the fashion industry as an art form that complements the long term for the perspective of sustainability not always tied to the seasonality. Although product lifespan could be connected to artisanal craftsmanship, where they can repair, transform and adapt the material to the product for long periods of time (Earley, 2017). Thus, strategy for the marketplace suggested by Frizzo et al., (2020), the company or entrepreneur can use the handmade label on the packaging, as well eye catching in the visual appeal that the humanization of the production mode.

2.3.4 Summary of Consumer Behaviour Regarding Handmade/Artisan Fashion

To summarize this section on consumer behaviour regarding handmade/artisan fashion, Table 3 describes and identifies the main studies on its related perceptions, attitudes and motivations.

Table 3. Perceptions, Attitudes and Motivations of Consumer Behaviour Regarding Handmade/Artisan Fashion product also eco-friendly products from the literature review

Consumer Behaviour	Description	Authors
Perceptions	- Competency - Principles and practices - Information transparency - Product Awareness - Experiential and enterprise - Positive emotional - Production mode and symbolically “contain love” - Creative industry and competitive advantage - Information Technology-based Collaboration and network - Additional value - Socially responsible	- (Church & Oakley, 2018) - (Aakko & Koskennurmi-Sivonen, 2013) - (Aakko & Koskennurmi-Sivonen, 2013; Geldermann et al., 2016; Vehmas et al., 2018) - (Mokha, 2017; Pessôa et al., 2015) - (Hall & Boorady, 2017) - (L. Wang et al., 2018) - (Fuchs et al., 2015) - (Astuty & Suryana, 2018) - (Geldermann et al., 2016) - (Vehmas et al., 2018) - (Khandual & Pradhan, 2018)
Attitudes	- Product diversification - Higher average sale prices	- (Church & Oakley, 2018; Maulik et al., 2014) - (Church & Oakley, 2018)

	- Affect fashion production - Tradition and culture ethos - Consumer engagement - Expertise - Affects product attractiveness - Higher behavioural intentions - Process - Paying attention and shopping experience	- (Aakko & Koskennurmi-Sivonen, 2013) - (Maulik et al., 2014) - (Kozlowski et al., 2016) - (Hall & Boorady, 2017; Henninger et al., 2016) - (Fuchs et al., 2015) - (Frizzo et al., 2020) - (Pessôa et al., 2015) - (Vehmas et al., 2018)
Motivations	- Authenticity and originality - New enterprise opportunities and skills development - Material sourcing - Saving resources - Hyper-differentiation strategies - Effort and uniqueness - Design - Priority	- (Frizzo et al., 2020; Fuchs et al., 2015) - (Hall & Boorady, 2017) - (Aakko & Koskennurmi-Sivonen, 2013; Khandual & Pradhan, 2018) - (Aakko & Koskennurmi-Sivonen, 2013) - (Church & Oakley, 2018) - (Fuchs et al., 2015) - (Earley, 2017; Pessôa et al., 2015) - (Henninger et al., 2016)

2.4 Segments of Consumers Eco-friendly Fashion

Understanding segmentation of consumers for handmade eco-friendly fashion products for this study to divide the consumer base from the wider characteristic into the specific ways relevant to marketing. According to Kotler & Keller (2006), in marketing these factors are often classified into the categories of geographic characteristics (e.g., geographic region), demographic and socio-economic characteristics (e.g., age, sex and household size), psychographic characteristics (e.g., values, lifestyle and personality variables) and behavioral variables (e.g., purchase occasion). A previous study by (Wan et al., 2019) identified that sociodemographic characteristics such as marital status, education level, health lifestyles and sustainability influence consumers' willingness to pay for eco-friendly products as premium children's furniture in China. The literature also highlights that highly educated consumers and the consumer with stronger health and sustainable lifestyles will motivate them to choose higher premium for a product as consumers have the knowledge and discover the benefits of eco-friendly products. Meanwhile, on the study (Abeliotis et al., 2010) consumer in Greece on the green consumerism as age and income in particular are the most influence in the participation of green activities. The study also confirms that gender such as woman with the high-income consumers buy products that are more environmentally friendly than others.

The study by (Niinimäki, 2010) investigated on eco-fashion consumption that 94.6% of respondents ready to buy better quality, durable, repairable, more expensive products to use for longer and environmental impact. The study also highlights the key point for eco-clothing designs for artisan made as designer need to ensure consumer commitments and values. Other argues that values, perception, and concern can influence consumer decision on consumption (Mascarello et al., 2017). This study following the previous literature also confirms that the disclosure of personal, social and cultural identity can encourage determination and optimism toward a product. On the other hand, the studies that examined relationship between consumption values on consumer behavior intention to consume organic product by (Qasim et al., 2019) found in the study that the quality of function values, conditional values, epistemic values, and emotional values have a positive impact on the behavioral intention. The literature also shows that consumption values as mentioned play a role in attracting consumers' environmental self-identity,

which leads to pro-environmental behavioral intentions. Meanwhile, on the study (Dessalew, 2017) shows that comfort, recognition, attractive appearance and to impress others are the factors that are considered important by consumers in shaping the purchase of cultural fashion clothing.

In this study segmentation of consumers, the participants belong to the Millennial generation. According to Persson (2019) based on the sample result, the millennial generation is the most confident and overconfident generation. Following this suggests Oyedele & Hernandez (2017), evidence that millennials try more ethnic options on the study market research and food industry. Others argue that younger consumers were more likely to have shopped and bought for eco-friendly or green products and are willing to pay more (Kang & Kim, 2017). The willingness to pay for higher prices by almost all Greek consumers responded favorably when choosing products that with less harm to the environment. (Abeliotis et al., 2010). According to Csanák (2019), focusing on the Millennials from the purchase habits of the fashion industry, almost 60% interested in certified sustainable clothing, and 69 % check for 'environmentally friendly' or 'sustainable' labels when buying clothes. Although differences habits in the consumption, millennials generation prefer to buy a greater number of low-quality, low-priced, and fashionable clothes (Chaturvedi et al., 2020). On the other hand, Kang & Kim (2017), found that the millennial generation searches for more quality information about the brand especially for green products on the social media platform. As the generation segmentation of the consumer group has been partitioned to encompass the European consumers and Indonesian individuals living in Europe.

2.4.1 National/Foreign

The nationalization of traditional products of Indonesia to the foreign countries has been done by interaction on the cultural product exchange in Asian countries on the studies (Saddhono et al., 2014), as a "Kimba" (Kimono and Batik) between traditional cloth Batik from Indonesia and traditional outfit of Japanese Kimono. Likewise, Csanák (2019) on her 'Project Works', the part of learning from international students visiting other countries and learning about culture has an important role to develop the advantage and acquaintance of the international students with the culture, traditions and national heritage

of foreign nations and nationalities, and their culture. On the other hand, a traditional tool as a device that manufactures simple and decorative fabrics has played a part as a product leverage to support the local economy (Maulik et al., 2014).

In the study of diaspora networks in ethnic products by Elo et al., (2020), it is evidence that the national products from the country origin in product diffusion are very important in the crossing phase of international marketing and product internationalisation. Similarly, Grier et al., (2006) suggests incorporating views of nation tradition as a product may offer new explanatory elements for the complex process of international diffusion. This happens following Elo et al., (2020), nostalgic values and emotional motives are a major additional complexity for the international marketing of traditional or ethnic products.

2.4.2 Eco-friendly Handmade Fashion as Gift or Personal use

The effect of a handmade product as a gift for the beneficiary is stronger and closer from an emotional point of view (Fuchs et al., 2015). In addition, in her study White et al., (2019), showed that giving an experience as a gift makes both giver and receiver happier, leads to stronger personal connections, and cultivates more-positive memories. However, Boncinelli et al., (2019) argues that consumers spend more time selecting products as a gift than for personal use. Wood (2020), argue it easier to go to the shop to buy something, but a handmade gift is a product that is special, unique and irreplaceable. In the study of wine preferences to purchase occasion by Boncinelli et al., (2019), the denominations of origin in the scenario of a gift-giving do not affect the consumer while for the private use or personal consumption most relevant attribute.

Alternatively, a handmade product that is symbolically attractive as a work of art and a gift to others (Frizzo et al., 2020) can be expressed as an object of love that is transferred from the craftsman to the product (Fuchs et al., 2015). Marketing products as handmade promising the consumer when love is the motive (Fuchs et al., 2015), like searching for gifts for someone or who they want to convey their love as for example during the Christmas season or around Mother's Day or Valentine's Day. Evidence has been found that products intended as a gift have an aspect criterion such as famous brand, organic certification, and price are important to gift seekers (Boncinelli et al., 2019).

2.4.3 Summary Segmentation of Consumers

To summarize this section on segmentation of consumers. Table 4 describes and identifies the main studies on its related national/foreigner and product as gift or personal use.

Table 4. Segmentation, National/Foreigner and Product as Gifts or Personal Use of Segmentation Consumer Regarding Eco-friendly Products from the literature review

Consumers	Description	Authors
Segmentation of Consumer	- Characteristic and positioning - Expectation and Overconfident individual - Curiosity and tolerance - Perceived interaction quality - Willingness to pay - Personal norm - Purchase habits - Values	- (Kotler & Keller, 2006; Wan et al., 2019) - (Persson, 2019) - (Oyedele & Hernandez, 2017) - (Kang & Kim, 2017) - (Chaturvedi et al., 2020; Kang & Kim, 2017) - (Chaturvedi et al., 2020) - (Csanák, 2019) - (Mascarello et al., 2017; Qasim et al., 2019)
National/Foreigner	- Cultural product and social occurrences - Advantage and acquaintance - Valuable contribution - Ethnic crossover - Product diffusion	- (Saddhono et al., 2014) - (Csanák, 2019) - (Maulik et al., 2014) - (Elo et al., 2020)

		- (Elo et al., 2020; Grier et al., 2006)
Gift or Personal Use	- Symbolic - Personal Connection - Preferences and diversification - Unique - Self-expression	- (Frizzo et al., 2020; Fuchs et al., 2015) - (White et al., 2019) - (Boncinelli et al., 2019) - (Fuchs et al., 2015; Wood, 2020) - (Frizzo et al., 2020)

3 Methodology

The methodology in this research was conducted to identify the determinants of consumer behavior regarding eco-friendly handmade fashion products made with recycled and traditional cloth for European consumers and Indonesian individuals living in Europe. This chapter presents the research design used, developed hypotheses, data collection method, variable description, questionnaire development and pre-test, sampling and data analysis techniques. The methodology to be used was designed in such a way that it will provide answers to the research questions.

3.1 Research Design

The focus of this study is the adoption of handmade/artisan fashion products that combined recycled clothing with traditional cloth. To overcome this by finding and exploring research problems such as defining what are the main determinants of consumer purchasing behavior regarding this type of product. The present paper includes an empirical study about fashion products made with recycled clothing e.g., denim and Batik, a traditional cloth from Indonesia. The uniqueness of this study of handmade fashion products is due to the collaboration of the sustainable contributes to green ecological awareness and social cultural tradition.

As define in previous section, the research objectives for the study are to explore the relationship of consumer behavior regarding eco-friendly and handmade/artisan with a particular focus on fashion products. First, summarize the contributions scattered in the

literature studies on consumer behavior regarding eco-friendly a handmade/artisan product, and cultural crafts on fashion products. Second, propose a conceptual model for explaining consumer behavior regarding this type of product. Third, identify criteria for segmenting consumers of handmade/artisan fashion products made with recycled clothing combined with traditional cloth. Fourth, analyze the impact of nationality motivations to buy batik fashion products outside Indonesia. Fifth, compare motivations for buying this type of products for personal use and for gifting. Finally, propose targeting and positioning strategies for this type of products in Europe.

A state by (Bryman, 2012) research design can be interpreted as a guide for researchers to ensure that the information collected will be relevant and useful. This research design used to identify, analyses and describe factors contributing to consumer purchase behavior. The study will examine between variables, specifically, the impact of consumer attitude, consumer environmental concern, consumer motivation, consumer perception and cultural values toward eco-friendly handmade fashion products with consumer intention to purchase for personal use and for gifting. To achieve this, an exploratory quantitative approach will adopt where the statistical result and further seeks to provide justification on the establish relationship between variables in this study by collecting data and measure using questionnaire tools. According to (Bryman, 2012) quantitative approaches analysis especially with data from social surveys is often more exploratory than valued and offers opportunities to generate theories and concepts.

3.1 Hypotheses

3.1.1 Environmental Concern

Several authors consider there are key elements that consumers intend to buy green and eco-friendly products such as awareness, sustainability and main influences is environmental impact (Alharthey, 2019; Makhdoomi, U. M. & Nazir, 2016). Meanwhile, Geldermann et al. (2016) observed that consumers are not only concerned with the environmental impact of products but also with quality, price and product process. In his research (Mokha, 2017) shows that consumers are aware of environmentally friendly products and result in moving towards eco-friendly living by almost a third of respondents who are considered to purchase these products.

Previous investigation shows that Generation Z consumers of India are concerned about environmental issues and this concern makes them more responsible in purchasing and consuming products that do not harm the environment (Chaturvedi et al., 2020). Besides, the evidence from other studies shows that consumer behavior regarding green products is strongly influenced by concern towards a safe environment (Makhdoomi, U. M. & Nazir, 2016). The literature also suggests that consumers believe it can be a healthier choice for them to choose green products. Align with argues from Barbarossa & De Pelsmacker (2016) that green consumers have much higher purchase intentions for eco-friendly products rather than non-green consumers with respect to the impact of concern for the environmental consequences. Similar results (Paul et al., 2016; Thongpila, 2019) indicate that environmental concern and attitude can predict consumers' intention to purchase the green fashion product. Meanwhile, environmental concern shows as the most influential predictor for the formation of environmental attitudes (Thongpila, 2019), as other researchers found attitude was the strongest predictor of intention to purchase green products (Paul et al., 2016). Where there are so many problems regarding the growing fashion industry issues related to environment awareness and consumer behavior, in this study there may be a relationship between two variables in the research context. Thus, it is expected that:

H1a: Environmental concern is positively related to consumer attitudes toward handmade/artisan fashion products.

H1b1: Environmental concern positively related to intention to purchase for self use.

H1b2: Environmental concern positively related to intention to purchase for gifting.

3.1.2 Consumer Motivations

3.1.2.1 Altruistic Motivation

Altruistic motivation in the gift-giving context by (Boncinelli et al., 2019) suggests that the orientation of the gift giver is exclusively of a personal tendency to leave a favorable impression of oneself and moreover to maximizing the recipient's pleasure. Other's study argues that sustainability potential benefits products as gifts that makes givers and recipients happier, personal relationships and foster positive memories (White et al., 2019). One of the studies has shown that in gift-giving situations, attributes such as well-

known brand, organic certification and price are important for both gift seeker and personal consumption (Boncinelli et al., 2019). Previous studies confirm that altruistic motivation has an impact on consumers attitude, this is related to green product research for environmental awareness (Pop et al., 2020). The literature also confirms that feature digital technology such as social media can influence the motivation to buy the green product followed by the crucial information which are less harmful to the environment. Thus, it is expected:

H2a: Altruistic motivation positively influences consumer attitudes toward handmade/artisan fashion products.

H2b1: Altruistic motivation positively related to intention to purchase for self use.

H2b2: Altruistic motivation positively related to intention to purchase for gifting.

3.1.2.2 Fashion Motivation

Fashion motivation in this study related to the naturalness, authenticity, and fashion trend from the product handmade fashion. A product that contains traditional methods and uses organic ingredients is increasingly popular to buy in fashion trends, especially products by hand (Maulik et al., 2014). Previous studies on design fashion hand-painted tableware revealed that consumers indicated that handmade production had an effect on perceived value, attractiveness and the outcome would be more likely to purchase even with retail prices (Fuchs et al., 2015). Several researchers argue that handmade products would be perceived more authentic with evidence that consumer intention and motivations for handmade products can be linked to perceived authenticity (Frizzo et al., 2020; Fuchs et al., 2015). In addition, fashion motivation has the strongest influence on consumer benefits in fashion trends towards second-hand luxury fashion online (Aycock, 2021). The literature review also highlights that fashion motivations are important factors to online second-hand fashion purchase among millennial and Gen Z consumers. In a study by (Ferraro et al., 2016) found that authenticity, uniqueness and expression of identity become the point of view of the fashion motivation for consumption of second-hand clothing. Thus, it is expected:

H3a: Fashion motivation positively influences consumer attitude toward handmade/artisan fashion products.

H3b1: Fashion motivation positively related to intention to purchase for self use.

H3b2: Fashion motivation positively related to intention to purchase for gifting.

3.1.3 Consumer Perceptions

3.1.3.1 Price Perceptions

Consumer perception on the green products become a positive impression and an important source of information for consumers who care about the environment when buying them (Barbarossa & De Pelsmacker, 2016). Several studies found that higher prices for eco-friendly products play an effective role in different types of consumer behavior, leading to environmentally conscious consumers constraint for purchasing the product. (Amarnath & Nagarajan, 2019; Barbarossa & De Pelsmacker, 2016; Brécard et al., 2009; Guo et al., 2020; Hundal & Kumar, 2015; P. Govender & L. Govender, 2016). Other researchers argue in spite of the price perceptions still high with premium quality supported as eco-friendly products still consumers are willing and consider to pay for eco-fashion (Chockalingam & Isreal, 2016; Guo et al., 2020; Munir, 2020). Besides, examine by (Banyte et al., 2010; Chockalingam & Isreal, 2016) showed that perception and expectation about the price of eco-friendly product is the most important factor when making the decision to buy for consumer, because respondents trust and convinced even more than average price with products are high quality and which is more likely to contribute to environmental protection. Thus, it is expected:

H4a: Price perceptions are positively related to consumer attitude toward handmade/artisan fashion products.

H4b1: Price perceptions positively related to intention to purchase for self use.

H4b2: Price perceptions positively related to intention to purchase for gifting.

3.1.3.2 Perceived Value

Previous studies by Fuchs et al. (2015) found in the US that consumers have high purchase intentions for handmade products and on average are willing to pay 17% more for handmade French soaps than machine-made ones. So, the literature also suggests that humans, especially hand-based labor, will continue to play an important role which is reflected in consumer perceived value and appreciation for buying them. In addition,

Pessôa et al. (2015) argue that positive outcomes with purchasing behavior will occur when the entrepreneurs or designers are one of the important tools to create a fertile environment that promotes sustainable innovation in the fashion industry. In an online study of luxury second-hand fashion by (Aycock, 2021) showed that perceived value was strongly correlated with purchase intention and in line with (Chaturvedi et al., 2020) perceived value influenced behavior of young consumers intention to purchase the recycled product, this because effective persuasion is provided with information, quality and value about the product. Thus, it is expected:

H5a: Perceived value is positively related to consumer attitude toward handmade/artisan fashion products.

H5b1: Perceived value positively related to intention to purchase for self use.

H5b2: Perceived value positively related to intention to purchase for gifting.

3.1.4 Product Involvement

Previous studies investigated by (Lee et al., 2017) shows that product involvement has a positive impact on purchase intention in online shopping medical equipment in China. Similar result was found by (Te'eni-Harari et al., 2009) that product involvement has an important role in predicting the consumer behavior of young people purchase intention in the context of advertising effectiveness of product/brand information sources through the media. In study products of insurance by (Kurnia, 2017) found that product attitude gives significant influence on consumer attitude. However, contrast with (Zeng, 2008) shows that fashion involvement is not significantly influenced with attitude or purchase intention. Previous studies by Earley (2017) argued that consumer needs and desires with a product involvement must include some strong selling point such as products made with social responsibility in mind and ethical policies with happy workers and fair wages. The literature review also suggests that it is a distinct dimension that characterizes fashion products that can be associated with customer-driven purchase intentions. Thus, it is expected that:

H6a: Product involvement positively influences consumer attitude toward handmade/artisan fashion products.

H6b1: Product involvement positively related to intention to purchase for self use.

H6b2: Product involvement positively related to intention to purchase for gifting.

3.1.5 Personal Value

In the study (Uckan Yuksel & Kaya, 2020) consumers behavior in the exchange of sustainable consumption events is influenced by culture, tradition, and personal values on green product consumption by relating it to purchasing decisions made on green or pro-environmental labels. The literature also highlights that the personal value motive of exchanging products is closely related to the tradition in Turkey as Turks share almost everything with close relatives in the family. Cultural values on green purchase intentions have an influence on the consumer attitudes in India (Sreen et al., 2018). This confirms that consumers' individual belief about personal value in making decisions regarding green products are influenced by traditional family structures where majority decisions make collective beliefs in individualistic groups. Meanwhile, other research argues that handmade products that are symbolically attractive as work of art on products processed using the handmade method with a higher level of authenticity with personal value on it results in consumer belief and a higher level of consumer behavior intentions (Frizzo et al., 2020). Previous studies investigated by (Bu et al., 2020) shows that Chinese people choose the consumption depends on their belief and cultural value. Besides, they found that personal value had an impact on intention to purchase both traditional and modern foods. Thus, it is expected that:

H7a: Personal value positively influences consumer attitude toward handmade/artisan fashion products.

H7b1: Personal value positively related to intention to purchase for self use.

H7b2: Personal value positively related to intention to purchase for gifting.

3.1.6 Emotional Value

A stronger consumer attitude in preference is shown by gift givers to purchase handmade as a gift, when the item product is imbued with love (Fuchs et al., 2015). This confirms that consumers who buy products, especially handmade items with emotional value attached to them give personal meaning, either as a gift to someone or even for personal

use. Meanwhile, study by (Elo et al., 2020) has found that the role diaspora network in the traditional or ethnic product diffusion has been crucial for product internationalization. The literature also suggest that nostalgia value and emotional motive are a major additional complexity for the international marketing of traditional or ethnic products. Besides, investigation by (Qasim et al., 2019) the outcome of emotional value on the consumer behavior intention to consume green product has positive impact. In fact, they suggest that an individual's attitude of responsibility toward the environmental is in line with the awareness of positive emotions that ultimately influence the purchasing decision of green products. Thus, it is expected that:

H8a: Emotional value positively influences consumer attitude toward handmade/artisan fashion products.

H8b1: Emotional value positively related to intention to purchase for self use.

H8b2: Emotional value positively related to intention to purchase for gifting.

3.1.7 Social Status

Consumer usually choose products appropriate to their roles and status. Previous study by (Abdu & Purwanto, 2013) from a social point of view, the consumers' willingness to buy has proven to have a great meaning for the consumers' social condition. The literature also finds that consumers are willing to buy expensive product to fulfil their social needs. Another studies argue that incorporate information about the production technique and the socio-cultural aspect in promoting cultural heritage as a fashion product is very important related to social status (Permatasari & Cantoni, 2019). Moreover, in his study (Aycock, 2021) shows that young adult consumer buying luxury second-hand products for individuals who are motivated to consume for status may purchase luxury product for their social status. Literature also finding that the consumer will increase their engagement and commitment to social responsibility if the items buy direct from retailer that collaborate with luxury fashion brands. Besides, examined by (Dessalew, 2017) that social status within society influenced intention to buy for cultural fashion clothes. This confirm that consumer confidence in social status is important when they purchase the products, especially for cultural fashion clothing. Thus, it is expected that:

H9a: Social status positively influences consumer attitude toward handmade/artisan fashion products.

H9b1: Social status positively related to intention to purchase for self use.

H9b2: Social status positively related to intention to purchase for gifting.

3.1.8 Consumer Attitudes

Consumer behavior regarding handmade/artisan fashion has recently increased with the term green and eco-friendly products. Several studies have been found that attitude is a significant factor influencing green purchase intention and behavior (Moser, 2015; Thongpila, 2019). Another study found that the consumer responses to ethnic-oriented product crossover in individual preferences and beliefs of white consumers with high-diversity-seeking tendencies had more positive attitudes towards black movies than low-diversity-seeking white consumers (Grier et al., 2006). However, some researchers argue the positive attitude of consumers toward ethnic-oriented products is driven by tolerance and familiarity with groups outside the reference group and provides new experiences in consuming (Oyedele & Hernandez, 2017).

Previous study by Vehmas et al. (2018) shows that the factors that influence consumer belief in attitudes to purchase and willingness to buy sustainable products include: consumer knowledge, fact-based information and transparency of the production process. Other studies by Makhdoomi, U. M. & Nazir (2016) argues consumer attitudes that refer to environmentally friendly product features show to be the most important for purchasing intention. Contrast by the result from (Morel et al., 2012) shows that in the survey the functorial theory attitudes such as value-expressive and ego-defensive do not play important role in the purchase intention, but the addition of fact and green claim information on the packaging can influence purchase decision. Examined by Church & Oakley (2018) that handmade and made-to-order products by artisan have a higher average selling price than traditionally manufactured production and the results suggest that the customer base is willing to pay a premium for these small business items. Thus, it is expected that:

H10a: Consumer attitudes toward handmade/artisan fashion products are positively related to consumers' intention to purchase for self use.

H10b: Consumer attitudes toward handmade/artisan fashion products are positively related to consumers' intention to purchase for gifting.

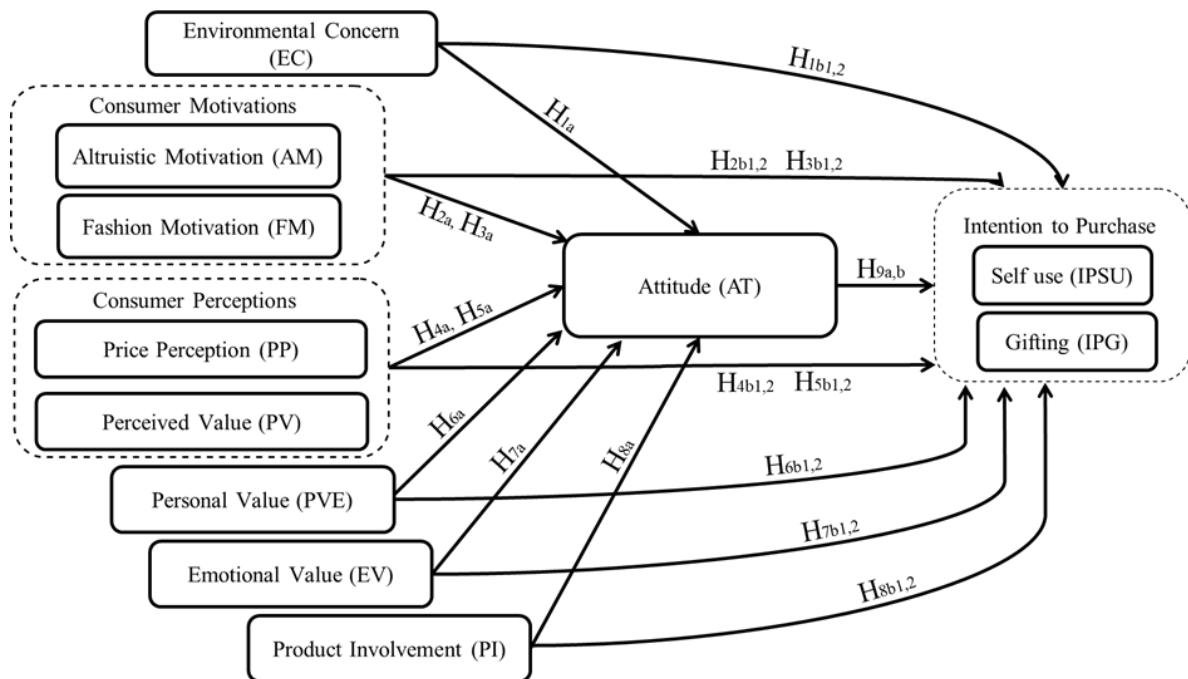


Figure 1. Proposed research model

3.1 Data Collection Method

This study used a quantitative research approach. According to (Creswell & Plano Clark, 2019), quantitative research is defined as a type of research that explains the phenomenon by collecting numerical data analyzed using mathematically based methods. The data collected in two ways, primary and secondary data. The primary data was gathered by using online surveys by developing the questionnaires based on the elaboration of the literature sources and for the secondary sources data collection from journals, website, thesis and research articles.

For the data collection, the online link surveys were created in Google Forms because the handling is easy and the questionnaire can be adapted for many different devices. Furthermore, the questionnaire was created and distributed in English, because the researcher considered that this English-language questionnaire was appropriate to answer since the target participants were both European consumers and Indonesian individuals

living in Europe. All participants were being informed that their responses would be treated completely confidential by contacting via social media platforms (Instagram, Facebook, WhatsApp) following an online survey link. The online self-completion questionnaire opened on the 15th of October until the 24th of October 2021. Overall, the results from an online survey with 320 participants, comprising 3 groups consumers: Indonesians living in home country (n = 112), Indonesian individuals living in abroad (n = 75), and people unrelated with Indonesia such as Europeans with all the other nationalities (n = 133). All the characteristic of the survey's respondents is presented in the following table.

Table 5. Respondents' characteristics

Respondents' characteristics	Frequency	Percent
Groups		
Indonesians living in home country	112	35.00
Indonesians living abroad	75	23.44
People unrelated with Indonesia	133	41.56
Gender		
Female	190	59.38
Male	122	38.13
Prefer not to say	8	2.50
Age (As of the year 2021)		
<20	77	24.06
20 - 30	104	32.50
30 - 40	47	14.69
40 - 50	18	5.63
> 50	74	23.13
Nationality		
European	82	25.60
Indonesian	187	58.40
Mixed	5	1.60
Other nationalities	46	14.40
Country of living		
Europe continent	178	55.60
Indonesia	112	35.00
Other countries	30	9.40
Highest level of education completed		
Up to High School Degree	101	31.56
Bachelor's Degree	127	39.69
Post-graduation, Master's Degree, PhD Degree	85	26.56
Other	7	2.19
Monthly income (after taxes)		

Below 1.000 €	166	51.88
1.001 € to 2.000 €	93	29.06
2.001 € to 3.000 €	37	11.56
3.001 € to 4.000 €	7	2.19
More than 4.001 €	17	5.31
Bought fashion items made from recycled clothing before?		
Yes	163	50.94
No	78	24.38
Not sure	79	24.69

Note: *The percentages are computed based on total usable sample of 320.

3.1 Variable description

A manipulation check was conducted in order to identify the determinants of participants behavior and their motivation regarding eco-friendly handmade fashion products made with recycled and traditional. Consumer's behavior, social sustainability and environmental impact is the main component in analyzing this type of product.

Independent Variable

Environmental Concern – four modified measurement items were adapted from (Thongpila, 2019) were utilized and the dimension of this variable related to serious issues, consumer environmental awareness, contribute to green ecological and protect the environment.

Altruistic Motivation – three modified measurement items were adapted from (Pop et al., 2020) were utilized and the dimension of this variable related to ethical value, moral and preservation culture toward handmade/artisan fashion products.

Fashion Motivation – four modified measurement items adapted from (Aycock, 2021) were utilized and the dimension of this variable related to fashionable and product engagement with design trend toward handmade/artisan fashion products.

Price Perception – the item measurement was adapted from (Chockalingam & Isreal, 2016; P. Govender & L. Govender, 2016), four scales were used which are linked to price perception toward handmade/artisan fashion products with price effect and expectation.

Perceived Value – four modified measurement items were adapted from (Chaturvedi et al., 2020) were utilized and the dimension of this variable related to product function, care and benefit toward handmade/artisan fashion products.

Product Involvement – five modified measurement items adapted from (Kim et al., 2010; Yang, 2019) to measure the degree to which a handmade/artisan fashion product is essential.

Personal Value – four modified measurement items were adapted from (Bu et al., 2020) were utilized and the dimension of this variable related to self-belief, confident and respect toward handmade/artisan fashion products.

Emotional Value – three modified measurement items were adapted from (Qasim et al., 2019) were utilized and the dimension of this variable related to experience and emotion toward handmade/artisan fashion products.

Social Status – three modified measurement items were adapted from (Dessalew, 2017) were utilized and the dimension of this variable related to status in the social conditions of handmade/artisan fashion products.

Dependent Variable

Intention to Purchase for Self use – in this study, purchase intention refers to the consumer behavior to purchase handmade/artisan fashion products with the prepositions of will, consideration and spending. Four items measurement was adapted from (Chaturvedi et al., 2020; Pop et al., 2020; Thongpila, 2019).

Intention to Purchase for Gifting – in this study, purchase intention refers to the consumer behavior to purchase handmade/artisan fashion products with the prepositions of will, consideration and spending. Four items measurement was adapted from (Chaturvedi et al., 2020; Pop et al., 2020; Thongpila, 2019).

Mediator Variable

Consumer Attitudes – five modified items were adapted from (Pop et al., 2020; Thongpila, 2019) to measure the degree to assess the likelihood of purchasing the product of handmade/artisan fashion. These five prepositions which are linked to the consumer

attitudes toward handmade/artisan fashion products made with recycled clothing combined with traditional cloth are favorable, good, desire, and appreciative.

Demographics

The background information of the respondents was collected in this section of the questionnaire. Items included countries in mainland Europe, nationality, age, gender, qualification, and monthly income.

Country – the respondents were asked which country they are living now.

Nationality – the respondents were asked nationality, while a comparison data needed between the nationality as the target participants European consumer and individual Indonesian living in Europe.

Age – the respondents were asked age (as of the year 2021).

Gender – the respondents were asked gender and could give an answer whereas Male, Female and Prefer not to say.

Education level – the respondents were asked the highest level of education for this item using three predefined answers on a nominal scale such as: 1. Up to high school degree, 2. Bachelor degree, 3. Post-graduation, Master degree, PHD degree.

Income – the respondents were asked “In which of these categories is your monthly income (after taxes)?”, there were five predefined answers such as below 1.000 €, 1.001 € to 2.000 €, 2.001 € to 3.000 €, 3.001 € to 4.000 € and more than 4.001 €.

Table 6. Variable construct, measurement and scales item.

Variable	Original Question	Adjusted Question	Type of Measurement	References
Environmental Concern (EC)	How serious do you think plastic problems in the nation have become these days?	How serious do you think clothing waste problems in the world have become these days?	Five-point Likert scales (from 1= 'Not serious' to 5= 'Extremely serious')	(Thongpila, 2019)
	I'm willing to reduce my plastic consumption to help against the environmental problem in the country.	I am willing to reduce clothing waste to help against the environmental problems.	Five-point Likert scales (from 1= 'Strongly disagree' to 5= 'Strongly agree').	(Thongpila, 2019)
	I usually keep myself update with the current plastic problem in the country.	I usually keep myself updated with the current clothing waste problems.		(Thongpila, 2019)
	I know what can be ways to reduce the seriousness of the problem.	I know what can be ways to reduce the seriousness of the clothing waste problem.		(Thongpila, 2019)
Altruistic Motivation (AM)	Buying this green cosmetic brand has an ethical interest for me, considering that the products have been ecologically produced.	Buying handmade/artisan fashion products made from recycled clothing combined with traditional cloth has an ethical interest for me, considering that the products have been ecologically produced.	Five-point Likert scales (from 1= 'Strongly disagree' to 5= 'Strongly agree').	(Pop et al., 2020)
	While purchasing cosmetics products, I focus on environmentally friendly cosmetics.	While purchasing handmade/artisan fashion products made from recycled clothing combined with traditional cloth, I focus on environmentally friendly.		(Pop et al., 2020)

	The environmental preservation of this green cosmetic brand is coherent with my ethical values.	The environmental preservation of handmade/artisan fashion products made from recycled clothing combined with traditional cloth is coherent with my ethical values.		(Pop et al., 2020)
Fashion Motivation (FM)	I am eager to purchase second-hand luxury fashion products online that correspond with my style.	I am eager to purchase handmade/artisan fashion products made from recycled clothing combined with traditional cloth that correspond with my style.	Five-point Likert scales (from 1= 'Strongly disagree' to 5= 'Strongly agree').	(Aycock, 2021)
	I am very attentive to my inner feelings for fashion apparel.	I am very attentive to my inner feelings for fashion products.		(Aycock, 2021)
	I usually notice how some people are more fashionable than others.	I usually notice how some people are more fashionable than others		(Aycock, 2021)
	Because it is fashionable.	I purchase handmade/artisan fashion products made from recycled clothing combined with traditional cloth because it is fashionable.		(Ferraro et al., 2016)
Perception Price (PP)	Will buy if the eco-friendly variant is a bit more expensive than the normal product used.	I will buy if the handmade/artisan fashion products made from recycled clothing combined with traditional cloth are a bit more expensive than the normal product used.	Five-point Likert scales (from 1= 'Strongly disagree' to 5= 'Strongly agree').	(Chockalingam & Isreal, 2016)
	Don't mind paying a higher price if the eco-friendly variant performs better than a normal brand.	Don't mind paying a higher price if the handmade/artisan fashion products made from recycled clothing combined with traditional cloth variant performs better than a normal product.		(Chockalingam & Isreal, 2016)

	Don't mind paying a higher price as buying an eco-friendly brand is better than buying an inexpensive product that harms the environment	Don't mind paying a higher price as buying a handmade/artisan fashion products made from recycled clothing combined with traditional cloth is better than buying an inexpensive product that harms the environment.		(Chockalingam & Isreal, 2016)
	Don't mind paying a higher price if the product has an eco-label from an appropriate authority.	Don't mind paying a higher price if the handmade/artisan fashion products made from recycled clothing combined with traditional cloth have an eco-label from an appropriate authority.		(Chockalingam & Isreal, 2016)
Perceived Value (PV)	The recycled clothes' environmental functions provide good value to me.	The environmental functions of handmade/artisan fashion products made from recycled clothing combined with traditional cloth provide good value to me.	Five-point Likert scales (from 1= 'Strongly disagree' to 5= 'Strongly agree').	(Chaturvedi et al., 2020)
	I purchase recycled clothes because it is environmentally friendly.	I purchase handmade/artisan fashion products made from recycled clothing combined with traditional cloth because it is environmentally friendly.		(Chaturvedi et al., 2020)
	I purchase recycled clothes because it has more environmental concern than conventionally produced clothes.	I purchase handmade/artisan fashion products made from recycled clothing combined with traditional cloth because it has more environmental concern than conventionally produced fashion products.		(Chaturvedi et al., 2020)
	I purchase recycled clothes because it has more environmental benefit than	I purchase handmade/artisan fashion products made from recycled clothing combined with		(Chaturvedi et al., 2020)

	conventionally produced clothes	traditional cloth because it has more environmental benefit than conventionally produced other fashion products.		
Personal Value (PVE)	I am a self-confident person.	I am a self-confident person.	Five-point Likert scales (from 1= 'Strongly disagree' to 5= 'Strongly agree')	(Bu et al., 2020)
	I am a person who is self-disciplined.	I am a person who is self-disciplined.		(Bu et al., 2020)
	I am the person who focuses on long-term orientation.	I am the person who focuses on long-term orientation.		(Bu et al., 2020)
	I always have a sense of obligation to everything in my life	I always have a sense of obligation to everything in my life		(Bu et al., 2020)
	I'm very easily indulgent.	I'm very easily indulgent.		(Bu et al., 2020)
	I appreciate foreign cultures.	I appreciate foreign cultures.		(Bu et al., 2020)
Emotional Value (EV)	Buying the organic food product instead of conventional products would feel like making a good personal contribution to something better.	Buying handmade/artisan fashion products made from recycled clothing combined with traditional cloth instead of conventional products would feel like making a good personal contribution to something better.	Five-point Likert scales (from 1= 'Strongly disagree' to 5= 'Strongly agree')	(Qasim et al., 2019)
	Buying the organic food product instead of conventional products would feel like the morally right thing.	Buying handmade/artisan fashion products made from recycled clothing combined with traditional cloth instead of conventional products would feel like the morally right thing.		(Qasim et al., 2019)
	Buying the organic food product instead of conventional products would	Buying handmade/artisan fashion products made from recycled clothing combined with		(Qasim et al., 2019)

	make me feel like a better person.	traditional cloth instead of conventional products would make me feel like a better person.		
Product Involvement (PI)	I have a strong interest in_.	I have a strong interest in handmade/artisan fashion products made from recycled clothing combined with traditional cloth.	Five-point Likert scales (from 1= 'Strongly disagree' to 5= 'Strongly agree')	(Mittal & Lee, 1989)
	For me, _ do not matter	For me, handmade/artisan fashion products made from recycled clothing combined with traditional cloth do not matter.		(Mittal & Lee, 1989))
	I attach great importance to selecting a _.	I attach great importance to selecting a handmade/artisan fashion products made from recycled clothing combined with traditional cloth.		(Schneider & Rodgers, 1996)
	I am interested in the product information	I am interested in the handmade/artisan fashion products made from recycled clothing combined with traditional cloth product information.		(Yang, 2019)
	I gave careful consideration to select a product	I gave careful consideration to select a handmade/artisan fashion product made from recycled clothing combined with traditional cloth.		(Kim et al., 2010)
Social Status (SS)	I would be proud to own cultural fashion clothes.	I would be proud to own handmade/artisan fashion products made from recycled clothing combined with traditional cloth.	Five-point Likert scales (from 1= 'Strongly disagree' to 5= 'Strongly agree').	(Dessalew, 2017)
	I would pay more for a cultural fashion clothes if it had status.	I would pay more for a handmade/artisan fashion products made from recycled clothing combined with		(Dessalew, 2017)

		traditional cloth if it had status.		
	I would buy cultural fashion clothes just because it has status	I would buy handmade/artisan fashion products made from recycled clothing combined with traditional cloth just because it has status.		(Dessalew, 2017)
Consumer Attitudes (CA)	I think buying fashion items made from recycled plastic would be favorable.	I think buying handmade/artisan fashion products made from recycled clothing combined with traditional cloth would be favorable.	Five-point Likert scales (from 1= 'Strongly disagree' to 5= 'Strongly agree').	(Thongpila, 2019)
	I think buying fashion items made from recycled plastic would be good.	I think buying handmade/artisan fashion products made from recycled clothing combined with traditional cloth would be good.		(Thongpila, 2019)
	I think buying fashion items made from recycled plastic would be wise.	I think buying handmade/artisan fashion products made from recycled clothing combined with traditional cloth would be wise.		(Thongpila, 2019)
	I feel proud when I buy/use green cosmetic products.	I feel proud when I buy/use handmade/artisan fashion products made from recycled clothing combined with traditional cloth.		(Pop et al., 2020)
	I like green cosmetic products.	I like handmade/artisan fashion products made from recycled clothing combined with traditional cloth.		(Pop et al., 2020)
Intention to Purchase (for Self use / Gifting)	I plan to spend more on recycled clothes rather than conventionally produced clothes	I plan to spend more on handmade/artisan fashion products made from recycled clothing combined with traditional cloth rather than conventionally	Five-point Likert scales (from 1= 'Strongly disagree' to 5= 'Strongly agree').	(Chaturvedi et al., 2020)

		produced fashion products for my own use.		
		I plan to spend more on handmade/artisan fashion products made from recycled clothing combined with traditional cloth rather than conventionally produced fashion products for gifting.		
	If I see a retail store selling recycled plastic fashion, I would visit the store to purchase.	If I see a retail store selling handmade/artisan fashion products made from recycled clothing combined with traditional cloth, I would visit to purchase for my own use.		(Thongpila, 2019)
		If I see a retail store selling handmade/artisan fashion products made from recycled clothing combined with traditional cloth, I would visit to purchase it for gifting.		
	I would try to buy at least 1 product.	I would try to buy at least 1 handmade/artisan fashion products made from recycled clothing combined with traditional cloth for my own use.		(Thongpila, 2019)
		I would try to buy at least 1 handmade/artisan fashion products made from recycled clothing combined with traditional cloth for gifting.		
	I will tell other persons about the green cosmetic brand.	I will tell other persons about the handmade/artisan fashion products made from recycled clothing combined with		(Pop et al., 2020)

		traditional cloth for own use.		
		I will tell other persons about the handmade/artisan fashion products made from recycled clothing combined with traditional cloth for gifting.		(Pop et al., 2020)

3.1 Questionnaire Development and Pre-test

A self-administered questionnaire was constructed based on the proposed research model relying on the theory of eco-friendly or green fashion products. It consists of 57 questions by dividing the question to be 2 sections, and an introduction of eco-friendly handmade fashion products made from recycled clothes (e.g., denim) combined with traditional cloth Batik from Indonesia in order to introduce survey takers to familiarize themselves with the topic. The questions consist of five-point Likert rating scales and multiple choices were created to inquire about a respondent's thought and intention of this type of product, followed by items on the dependent variables, and items on the independent variables. Furthermore, questions in the form of Likert scales were measured and was to ask participants perspectives that could motivate their intention to purchase this handmade/artisan fashion products that is made from recycled denim and combined with traditional cloth on the table 5 describe. Questions with multiple choices and short answers were created to inquire about a respondent's demographic information and their experience on whether or not they have bought fashion items made from recycled clothing before.

3.2 Sampling

The target participants in this study were the Millennial generation (individuals born between the early to mid-1980s and mid-1990s to early two thousand) (Persson, 2019). The sample data was collected from 3 groups consumers: Indonesians living in home country, Indonesian individuals living in abroad, and people unrelated with Indonesia such as Europeans with all the other nationalities with the data for the study were collected

from 320 participants. Convenience sampling technique is used to select the sample and collect data. According to (Bryman, 2012) convenience sampling is useful for carrying out development work on new measures and can also be used in conjunction with exploratory work from which theoretical ideas can be generated. The advantage of using this sampling technique is that data assembles quickly because it is not possible to collect the data from all residents of European and Indonesian individuals who are living in European countries. So, this sampling technique is a kind of non-probability sampling in which data would be collected which is convenient.

3.3 Data Analysis Techniques

Data analysis may involve determining consistent patterns and summarizing the appropriate details revealed in the study. All the data collected from the online survey using a Google form tool was carefully introduced in the Microsoft Excel tool and the data were transferred and analyzed using IBM Statistical Package of Social Sciences (SPSS) version 27.

Descriptive analysis was used to measure including mean, median, mode, and standard deviation on variables of consumers behavior. Besides that, it was implemented in order to investigate the data and distribution of each variable. Descriptive statistics are generated for all major variables in the study, especially the main ones, such as the independent and dependent variables (Creswell & Plano Clark, 2019). According to (Amarnath & Nagarajan, 2019), this type of descriptive research is related to the quality of responses from respondents. Table 7 presents the descriptive statistics of the variable. These include the mean, median, mode and standard deviation on variables of environmental concern, altruistic motivation, fashion motivation, price perception, perceived value, product involvement, consumer attitudes and intention to purchase. A Cronbach's Alpha coefficient for each of the variable scale measures was calculated to assess reliability and test discriminant validity of the constructs. It is usually expected that the result of 0.70 and above implies an acceptable level of internal reliability. In addition, a factor analysis was carried out for each individual variable, which resulted in support and trusting the Cronbach's Alpha test.

In order to determine the consumers' behavior of handmade/artisan fashion products made from recycled clothing combined with traditional cloth affecting intention to purchase for personal use also gifting and to examine the effect of environmental concern, altruistic motivation, fashion motivation, price perception, perceived value, social status, emotional value, personal value and product involvement on the consumers' attitudes of handmade/artisan fashion products, multiple regression analysis was used to obtain the result. According (Hafifi, 2016) multiple regressions is a statistical method that simultaneously develops a mathematical relationship between two or more independent variable with a dependent variable. In this study, the dependent variable determined as the intention to buy for self use and gifting for handmade/artisan fashion products. While the independent variable is the consumers' purchasing behavior regarding handmade/artisan fashion products made from recycled clothing combined with traditional cloth in which include the factors of environmental concern, altruistic motivation, fashion motivation, price perception, perceived value, social status, emotional value, personal value, and product involvement. The last for consumer attitudes toward handmade/artisan fashion products as mediator variable will be test with simple regression analysis on the dependent variable determined as the intention to buy for self use and gifting.

4 Result ana Analysis

This chapter presents the analysis of data acquired from participants of consumer behavior regarding handmade/artisan fashion products made from recycled clothing combined with traditional cloth. Besides that, the result and findings of the study were also discussed in this chapter. The IBM Statistical Package of Science Social (SPSS) version 27 was used to analyze the data collected from the questionnaires. Therefore, the descriptive statistic is presented, followed by evaluate the reliability and convergent validity of our finding by using the Cronbach's alpha for the variables, the Spearman's correlation test was conducted, ANOVA test and finally a multi linear regression.

4.1 Sample Characteristics

A total of 320 participants from online survey distributed and completed. Comprising three groups' consumers: Indonesians living in home country ($n = 112$), Indonesian individuals living in abroad ($n = 75$), and people unrelated with Indonesia such as Europeans with all the other nationalities ($n = 133$). Sample characteristics are depicted in Table 5. Respondents Characteristics on the previous section. The most of the participants on the survey were female (59.38%), male (38.13%), and prefer not to say (2.50%). The age groups in the twenty's bellow (24.06%), then the biggest age group is in the range of 21-30 (32.50%). The age groups of 31-40 comprise 14.69%, and then the last group in more than forty's (28.75%), respectively. Therefore, it could infer that the following result would reflect more opinions of female millennials and age groups in the millennials' range. The majority of the respondents' nationality are Indonesian (58.40%), European (25.60%), mixed nationality (1.60%) and the other nationalities (14.40%). More than half of the respondents living outside of Indonesia were the country living in Europe continent (55.60%), in home country in Indonesia (35 %), and also in other countries (9.40%).

The highest level of education completed of the participants have earned an up to High School Degree (31.56%), Bachelor's Degree (39.69%), Post-graduation, Master's degree, PhD Degree (26.56%) dan the rest other education (2.19%) as respondents answers education completed are for each as Diploma, Employment related business management qualification, Journalist, O levels, Secondary modern, Tafe collage, and Year 0 Diploma.

This indicating that the sample included individuals with a higher level of education than the average population. The highest representation (51.88%) more than half of monthly income (after taxes) on the sample was below 1.000 € and followed by 1.001 € to 2.000 € (29.06%), the monthly income for 2.001 € to 3.000 € and 3.001 € to 4.000 € comprise 11.56% and 2.19%, the last income for more than 4.001 € (5.31%). This shows that most customers are earning average even some individual standard livings are much higher and above average monthly income, and the sample distribution represents almost all income groups.

Last, the survey asked whether or not a participant has ever bought any fashion items made from recycled clothing. The majority of survey respondents 50.94% of them reported that they had bought it, whereas 24.38% answered no, and 24.69% were uncertain. Judging from the frequency distribution, it seems like the data spread evenly to all three answers, even by said that with a “Yes” being the most answered to the question. Therefore, it can be concluded that the answers drawn from this sample group are mostly half of them divided into the backgrounds of a sustainable fashion community with an environmentally friendly desire for the purchasing experience.

4.2 Descriptive Statistic

The descriptive statistics demonstrate an overview of the empirical data, which was used for the analysis. According to (Creswell & Plano Clark, 2019) explore the database to see its distribution and determine whether it is normally or not normally distributed so that those appropriate statistics can be selected for analysis. Descriptive statistics used to describe the characteristics of the sample and to address specific research question in the study (Pallant, 2007). In this the descriptive statistics presented in table 7 include the dependent variables, independent variables and mediator variable. A total of 320 correspondents took part in the survey. Comprising three groups' consumers from Indonesians living in home country, Indonesians living abroad and People unrelated with Indonesia.

Table 7. Descriptive Statistics

Dependent Variables	Groups	N	Mean	Std. Deviation
Intention to Purchase for Self Use (IPSU)	Indonesians living in home country	112	3.66	0.78
	Indonesians living abroad	75	3.70	0.60
	People unrelated with Indonesia	133	3.59	0.86
	Total	320	3.64	0.78
Intention to Purchase for Gifting (IPG)	Indonesians living in home country	112	3.68	0.82
	Indonesians living abroad	75	3.90	0.66
	People unrelated with Indonesia	133	3.58	0.94
	Total	320	3.69	0.85
Independent Variables				
Environmental Concern (EC)	Indonesians living in home country	112	3.67	0.75
	Indonesians living abroad	75	3.85	0.57
	People unrelated with Indonesia	133	3.85	0.61
	Total	320	3.79	0.66
Altruistic Motivation (AM)	Indonesians living in home country	112	3.90	0.74
	Indonesians living abroad	75	3.94	0.64
	People unrelated with Indonesia	133	3.99	0.94
	Total	320	3.95	0.81
Fashion Motivation (FM)	Indonesians living in home country	112	3.82	0.83
	Indonesians living abroad	75	3.65	0.70
	People unrelated with Indonesia	133	3.32	0.93
	Total	320	3.57	0.87
Price Perception (PP)	Indonesians living in home country	112	3.52	0.85
	Indonesians living abroad	75	3.58	0.64
	People unrelated with Indonesia	133	3.67	0.83
	Total	320	3.60	0.80
Perceived Value (PV)	Indonesians living in home country	112	3.69	0.84
	Indonesians living abroad	75	3.75	0.68
	People unrelated with Indonesia	133	3.70	0.96
	Total	320	3.71	0.86
Social status (SS)	Indonesians living in home country	112	3.87	0.76
	Indonesians living abroad	75	3.61	0.70
	People unrelated with Indonesia	133	3.27	0.87
	Total	320	3.56	0.84
Emotional Value (EV)	Indonesians living in home country	112	3.85	0.81
	Indonesians living abroad	75	3.81	0.86
	People unrelated with Indonesia	133	3.78	0.82
	Total	320	3.81	0.82
Personal Value (PVE)	Indonesians living in home country	112	3.81	0.61
	Indonesians living abroad	75	3.94	0.50
	People unrelated with Indonesia	133	3.70	0.61
	Total	320	3.79	0.59
Product Involvement (PI)	Indonesians living in home country	112	3.67	0.77

	Indonesians living abroad	75	3.71	0.63
	People unrelated with Indonesia	133	3.25	0.76
	Total	320	3.51	0.77
Mediator Variables				
	Indonesians living in home country	112	4.23	0.61
	Indonesians living abroad	75	4.22	0.55
	People unrelated with Indonesia	133	4.34	0.71
	Total	320	4.28	0.64

Respondents' attitudes on the handmade fashion products, their experience in environmental concern, altruistic motivation, fashion motivation, price perception, perceived value, social status, emotional value, personal value, product involvement towards handmade/artisan fashion products made from recycled clothing combined with traditional cloth as well as their intention to purchase for personal use or gifting are discussed in this section using descriptive statistical analysis.

On the descriptive statistics, the mean indicates to what extent the sample group on average agrees or disagree with the different statement. The lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement. Respondents were asked to provide their overall question toward handmade/artisan fashion products made from recycled clothing combined with traditional cloth on their purchase intention using five-point Likert scale 1 = Strongly Disagree 5 = Strongly Agree.

Base on the descriptive data in the Table 7, respondents' attitudes (M=4.28) even on the each groups becomes the most important criteria in consumers' intention to purchasing of handmade/artisan fashion products made from recycled clothing combined with traditional cloth, followed by altruistic motivation (M=3.95), emotional value (M=3.81), environmental concern and personal value (M=3.79), perceived value (M=3.71), price perception (M=3.60), fashion motivation (M=3.57), social status (M=3.56), and product involvement (M=3.51). Meanwhile, Intention to purchase for gifting (M=3.69) and Intention to purchase for personal use (M=3.64) of handmade/artisan fashion products made from recycled clothing combined with traditional cloth is slightly above the average.

The indices reflect relatively high approvals toward the consumption of handmade/artisan fashion products made from recycled clothing combined with traditional cloth among the

whole group, with consumer attitudes variable was relatively highest and comparison on the group for people unrelated with Indonesia holding the most. This indicates that consumer desire, appreciative, favorable and good attitude towards consumption of handmade/artisan fashion products made from recycled clothing combined with traditional cloth. Favorable consumers attitude formation is perceived as the most important factor among consumers in order to make their intention to purchase intention of handmade/artisan fashion products made from recycled clothing combined with traditional cloth.

By analyzing all values, it implies that participants tended to agree with the survey questions from the attitude and somewhat agree with the question reflecting their altruistic motivation, emotional value, environmental concern and personal value, perceived value, intention to purchase for personal use, intention to purchase for gifting, price perception, fashion motivation, social status, and product involvement. Each construct has a relatively low standard deviation from 0.59 to 0.86, which indicates that the data points tend to cluster closely around the mean. This implies that the participants may express a somewhat unified opinion with regards to the question items measured.

In addition, a good value of reliability was found for all dependent and independent variables in the Cronbach's Alpha test. Cronbach's alpha, a widely used measure of internal consistency, was run using IBM Statistical Package of Science Social (SPSS) version 27 and all of the scales used for this study were found to be reliable as their respective alpha values were higher than 0.6, and for most closer to 1. Among variables formed, Perceived Value (PV) and Intention to Purchase for Gifting (IPG) has the highest internal consistency with a value of 0.93, while Social Status (SS) has the lowest internal consistency with 0.68. The Cronbach's alpha of each scale is presented in the following table 8.

Table 8. Descriptive and internal consistency statics of explained variables

		Mean	Std. Deviation	Cronbach's Alpha
Environmental Concern	How serious do you think clothing waste problems in the world have become these days?	4.28	0.81	0.70
	I am willing to reduce clothing waste to help against the environmental problems.	4.18	0.91	

	I usually keep myself updated with the current clothing waste problems.	3.19	0.95	
	I know what can be ways to reduce the seriousness of the clothing waste problem.	3.49	0.95	
Consumer Attitude	I like handmade/artisan fashion products made from recycled clothing combined with traditional cloth.	4.2	0.86	
	I think buying handmade/artisan fashion products made from recycled clothing combined with traditional cloth would be favorable.	4.26	0.77	
	I think buying handmade/artisan fashion products made from recycled clothing combined with traditional cloth would be good.	4.37	0.71	0.86
	I think buying handmade/artisan fashion products made from recycled clothing combined with traditional cloth would be wise.	4.36	0.77	
	I feel proud when I buy/use handmade/artisan fashion products made from recycled clothing combined with traditional cloth.	4.18	0.88	
Altruistic Motivation	Buying handmade/artisan fashion products made from recycled clothing combined with traditional cloth has an ethical interest for me, considering that the products have been ecologically produced	4.01	0.90	
	While purchasing handmade/artisan fashion products made from recycled clothing combined with traditional cloth, I focus on environmentally friendly.	3.96	0.91	0.87
	The environmental preservation of handmade/artisan fashion products made from recycled clothing combined with traditional cloth is coherent with my ethical values.	3.88	0.90	
Fashion Motivation	I purchase handmade/artisan fashion products made from recycled clothing combined with traditional cloth because it is fashionable.	3.42	1.11	
	I am very attentive to my inner feelings for fashion products.	3.54	1.06	
	I am eager to purchase handmade/artisan fashion products made from recycled clothing combined with traditional cloth that correspond with my style.	3.7	1.02	0.82
	I usually notice how some people are more fashionable than others	3.64	1.11	
Price Perception	I will buy if the handmade/artisan fashion products made from recycled clothing combined with traditional	3.42	0.95	0.87

	cloth are a bit more expensive than the normal product used.			
	Don't mind paying a higher price if the handmade/artisan fashion products made from recycled clothing combined with traditional cloth variant performs better than a normal product.	3.68	0.94	
	Don't mind paying a higher price as buying a handmade/artisan fashion products made from recycled clothing combined with traditional cloth is better than buying an inexpensive product that harms the environment.	3.71	0.94	
	Don't mind paying a higher price if the handmade/artisan fashion products made from recycled clothing combined with traditional cloth have an eco-label from an appropriate authority.	3.58	0.94	
Perceived Value	The environmental functions of handmade/artisan fashion products made from recycled clothing combined with traditional cloth provide good value to me.	3.68	0.91	
	I purchase handmade/artisan fashion products made from recycled clothing combined with traditional cloth because it is environmentally friendly.	3.77	0.93	
	I purchase handmade/artisan fashion products made from recycled clothing combined with traditional cloth because it has more environmental concern than conventionally produced fashion products.	3.69	0.97	0.93
	I purchase handmade/artisan fashion products made from recycled clothing combined with traditional cloth because it has more environmental benefit than conventionally produced other fashion products.	3.69	0.95	
Social Status	I would be proud to own handmade/artisan fashion products made from recycled clothing combined with traditional cloth.	4.26	0.82	
	I would pay more for a handmade/artisan fashion products made from recycled clothing combined with traditional cloth if it had status.	3.47	1.09	0.68
	I would buy handmade/artisan fashion products made from recycled clothing combined with traditional cloth just because it has status.	2.94	1.26	
Emotional Value	Buying handmade/artisan fashion products made from recycled clothing combined with traditional cloth instead of conventional products would feel	3.96	0.88	0.85

	like making a good personal contribution to something better.			
	Buying handmade/artisan fashion products made from recycled clothing combined with traditional cloth instead of conventional products would feel like the morally right thing.	3.8	0.94	
	Buying handmade/artisan fashion products made from recycled clothing combined with traditional cloth instead of conventional products would make me feel like a better person.	3.67	1.00	
Product Involvement	I have a strong interest in handmade/artisan fashion products made from recycled clothing combined with traditional cloth.	3.58	0.98	
	For me, handmade/artisan fashion products made from recycled clothing combined with traditional cloth do not matter.	3.1	1.15	
	I attach great importance to selecting a handmade/artisan fashion products made from recycled clothing combined with traditional cloth.	3.45	0.95	0.84
	I am interested in the handmade/artisan fashion products made from recycled clothing combined with traditional cloth product information.	3.72	0.89	
	I gave careful consideration to select a handmade/artisan fashion product made from recycled clothing combined with traditional cloth.	3.68	0.91	
Intention to Purchase for Self Use	I plan to spend more on handmade/artisan fashion products made from recycled clothing combined with traditional cloth rather than conventionally produced fashion products for my own use.	3.33	0.90	
	If I see a retail store selling handmade/artisan fashion products made from recycled clothing combined with traditional cloth, I would visit to purchase for my own use.	3.63	0.90	0.89
	I would try to buy at least 1 handmade/artisan fashion products made from recycled clothing combined with traditional cloth for my own use.	3.81	0.87	
	I will tell other persons about the handmade/artisan fashion products made from recycled clothing combined with traditional cloth for own use.	3.78	0.91	
Intention to Purchase for Gifting	I plan to spend more on handmade/artisan fashion products made from recycled clothing combined with traditional cloth rather than	3.52	1.00	0.93

	conventionally produced fashion products for gifting.]			
	If I see a retail store selling handmade/artisan fashion products made from recycled clothing combined with traditional cloth, I would visit to purchase it for gifting.	3.73	0.89	
	I would try to buy at least 1 handmade/artisan fashion products made from recycled clothing combined with traditional cloth for gifting.	3.75	0.91	
	I will tell other persons about the handmade/artisan fashion products made from recycled clothing combined with traditional cloth for gifting.	3.76	0.92	
Personal Value	I am a self-confident person.	3.8	0.89	0.75
	I am a person who is self-disciplined.	3.73	0.86	
	I am the person who focuses on long-term orientation.	3.9	0.88	
	I always have a sense of obligation to everything in my life.	3.82	0.86	
	I'm very easily indulgent.	3.26	0.97	
	I appreciate foreign cultures.	4.25	0.85	

4.3 Mediator Analysis

A mediator variable allows a scientist to hypothesize that the independent variable impacts the mediating variable, which in turn impacts the dependent variable. Mediator analyze is an assumption where is the same as mediation or linear regression. The following shows the basic steps for mediation analysis suggested by (Baron & Kenny, 1986). A mediation analysis is comprised of three sets of regression: $X \rightarrow Y$, $X \rightarrow M$, and $X + M \rightarrow Y$ as represent in figure 2. So, the conceptual is mediator has an impact on independent variable and independent variable has impact on the dependent variable. In a mediation model as hypothesize that the effect of a predictor variable upon an outcome operates, fully or in part, through an intervening or mediator variable. The process of complete mediation is defined as the complete intervention caused by the mediator

variable. This results in the initial variable no longer affecting the outcome variable. The process of partial mediation is defined as the partial intervention.

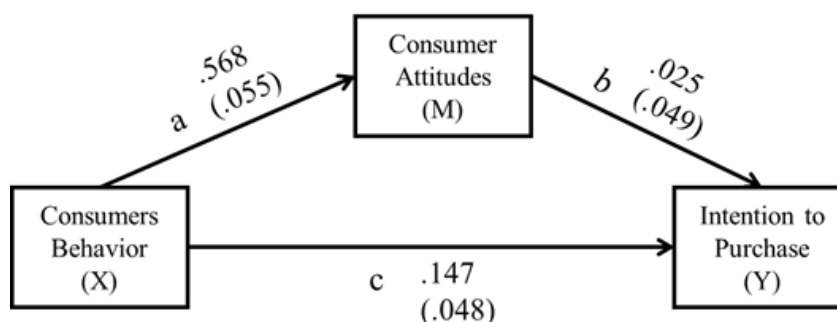


Figure 2. Mediator Result

The result data on appendix. X, from Figure 2 can show that in the first (simple) regression, total effect consumer behavior is a significant positive predictor of consumer attitudes ($\beta = .568$, s.e. = .055, $p < .001$). the second regression, both consumer behavior ($\beta = 1.033$, s.e. = .056, $p < .001$) is significant and consumer attitudes ($\beta = .025$, s.e. = .049, $p < .611$) is not significant. These coefficients reflect the direct effect different within the path model. On the indirect of consumer behavior on intention to purchase is significant, but because BootLLCI (-.0362) and (.0641) BootULCI is negative, and zero does lie between the two limit hence, the mediator not exist. However, the mediation is partial, because coefficient of indirect is less than total effect.

4.4 Hypotheses Test

This section shows the result of hypotheses testing. That analyses have been conducted based on analysis multiple regression analysis was used to obtain the result.

4.4.1 Effect Consumer's Behavior on Consumer's Attitudes

The first objective attempts to determine the consumers purchase behavior of environmental concern, altruistic motivation, fashion motivation, price perception, perceived value, product involvement, personal value, emotional value, and social status affecting consumers attitudes toward handmade/artisan fashion products made from recycled clothing combined with traditional cloth. Therefore, a multiple regression was

conducted to test the hypotheses and the level significance of 0.05 was used to determine the level of significance. The first hypothesis was developed as below:

- H1a** : Environmental concern is positively related to consumer attitudes toward handmade/artisan fashion products.
- H2a** : Altruistic motivation positively influences consumer attitudes toward handmade/artisan fashion products.
- H3a** : Fashion motivation positively influences consumer attitude toward handmade/artisan fashion products.
- H4a** : Price perceptions are positively related to consumer attitude toward handmade/artisan fashion products.
- H5a** : Perceived value is positively related to consumer attitude toward handmade/artisan fashion products.
- H6a** : Product involvement positively influences consumer attitude toward handmade/artisan fashion products.
- H7a** : Personal value positively influences consumer attitude toward handmade/artisan fashion products.
- H8a** : Emotional value positively influences consumer attitude toward handmade/artisan fashion products.
- H9a** : Social status positively influences consumer attitude toward handmade/artisan fashion products.

Table 9 presents that correlation coefficient value (R) is equal to .538 which recommends that there is a reasonable positive correlation between consumer attitudes toward handmade/artisan fashion products and environmental concern, altruistic motivation, fashion motivation, price perceptions, perceived value, product involvement, personal value, emotional value and social. Moreover, coefficient of determinant (R²) is .289 which indicate that due to independent factors (environmental concern, altruistic motivation, fashion motivation, price perceptions, perceived value, product involvement, personal value, emotional value and social) to consumer attitudes variable varies only 28.9 %. It implies that there is the impact of other factors on consumer attitudes toward handmade/artisan fashion products. These reveals also that regression analysis is

accomplished to recognize the relationship between environmental concern, altruistic motivation, fashion motivation, price perceptions, perceived value, product involvement, personal value, emotional value and social with their attitude toward handmade/artisan fashion products. Nine hypotheses are anticipated, and results F-value is 13.995 with a significant level 0.000 which is less than 0.01 and it assures model fitness for regression analysis.

Table 9. Predict the relationship between factors and consumer attitudes & confirm the model fitness

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.757	9	4.195	13.995	.000 ^b
	Residual	92.923	310	.300		
	Total	130.680	319			
R						.538 ^a
R Square						.289
Adjusted R Square						.268
St. Error of Estimate						.547

a. Dependent Variable: CA

b. Predictors: (Constant), SS, EC, PVE, PP, FM, EV, PI, AM, PV

Table 10. shows the results of the multiple regression analysis for first hypothesis in this study. The results of the regression analysis indicated that environmental concern did not significantly influence consumer attitudes ($\beta = .106$, $t = 1.937$, $p < .054$), rejecting H1a. Altruistic motivation significantly influenced consumer attitudes ($\beta = .230$, $t = 2.974$, $p < .003$), supporting H2a. Fashion motivation did not significantly influence consumer attitudes ($\beta = .022$, $t = 0.320$, $p < .749$), rejecting H3a. Price perception did not significantly influence consumer attitudes ($\beta = -.070$, $t = -1.039$, $p < .300$), rejecting H4a. Perceived value did not significantly influence consumer attitudes value ($\beta = .137$, $t = 1.696$, $p < .091$), rejecting H5a. Product involvement did not significantly influence consumer attitudes ($\beta = .008$, $t = 0.112$, $p < .911$), rejecting H6a. Personal value did not significantly influence consumer attitudes ($\beta = -.045$, $t = -.731$, $p < .465$), rejecting H7a. Emotional value did not significantly influence consumer attitudes ($\beta = .110$, $t = 1.467$, $p < .143$), rejecting H8a. Social status significantly influenced consumer attitudes ($\beta = .223$, $t = 4.087$, $p < .000$), supporting H9a. Therefore, all sub hypotheses were not supported except

for H2a and H9a. The results demonstrate that purchase behavior consumers situation did not have an influence on consumers attitudes regarding the level of significant. The altruistic motivation and social status were contribution in consumer behavior influencing consumers' attitudes toward handmade/artisan fashion products made from recycled clothing combined with traditional cloth.

Table 10. Relationship between Consumer's Behavior and Consumer's Attitudes

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.161	.247		8.754	.000
	EC	.103	.053	.106	1.937	.054
	AM	.182	.061	.230	2.974	.003
	FM	.016	.051	.022	.320	.749
	PP	-.057	.054	-.070	-1.039	.300
	PV	.102	.060	.137	1.696	.091
	PI	.007	.061	.008	.112	.911
	PVE	-.048	.066	-.045	-.731	.465
	EV	.085	.058	.110	1.467	.143
	SS	.170	.042	.223	4.087	.000

a. Dependent Variable: CA

4.4.2 The Effect of Consumer's Behavior on Intention to Purchase for Self Use

The second objective is to examine the effect of consumers purchase behavior of environmental concern, altruistic motivation, fashion motivation, price perception, perceived value, product involvement, personal value, emotional value, and social status on intention to purchase for personal use. The proposed second hypothesis as below:

H1b1: Environmental concern positively related to intention to purchase for self use.

H2b1: Altruistic motivation positively related to intention to purchase for self use.

H3b1: Fashion motivation positively related to intention to purchase for self use.

H4b1: Price perceptions positively related to intention to purchase for self use.

H5b1: Perceived value positively related to intention to purchase for self use.

H6b1: Product involvement positively related to intention to purchase for self use.

H7b1: Personal value positively related to intention to purchase for self use.

H8b1: Emotional value positively related to intention to purchase for self use.

H9b1: Social status positively related to intention to purchase for self use.

Table 11 presents that correlation coefficient value (R) is equal to .766 which recommends that there is a reasonable positive correlation between intention to purchase for self use and environmental concern, altruistic motivation, fashion motivation, price perceptions, perceived value, product involvement, personal value, emotional value and social. Moreover, coefficient of determinant (R²) is .587 which indicate that due to independent factors (environmental concern, altruistic motivation, fashion motivation, price perceptions, perceived value, product involvement, personal value, emotional value and social) to intention to purchase for self use variable varies only 58.7 %. It implies that there is the impact of other factors on intention to purchase for self use. These reveals also that regression analysis is accomplished to recognize the relationship between environmental concern, altruistic motivation, fashion motivation, price perceptions, perceived value, product involvement, personal value, emotional value and social with their intention to purchase for self use. Nine hypotheses are anticipated, and results F-value is 48.943 with a significant level 0.000 which is less than 0.01 and it assures model fitness for regression analysis.

Table 11. Predict the relationship between factors and intention to purchase for self use & confirm the model fitness

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114.053	9	12.673	48.943	.000 ^b
	Residual	80.266	310	.259		
	Total	194.319	319			
R						.766 ^a
R Square						.587
Adjusted R Square						.575
St. Error of Estimate						.508

a. Dependent Variable: IPSU

b. Predictors: (Constant), SS, EC, PVE, PP, FM, EV, PI, AM, PV

Table 12 reported the results of the regression analysis for second hypothesis for this study. The results show that price perception ($\beta = .173$, $t = 3.350$, $p < .001$), perceived value ($\beta = .170$, $t = 2.765$, $p < .006$), product involvement ($\beta = .294$, $t = 5.307$, $p < .000$), and emo-tional value ($\beta = .176$, $t = 3.084$, $p < .002$) influence the intention to purchase for personal use. Therefore, H4b1, H5b1, H6b1 and H8b1 are supported at the 5 percent significant level and it may be concluded that price perception, perceived value, product involvement and emotional value positively influence the intention to purchase for personal use.

Meanwhile, the result indicates that environmental concern ($\beta = -.038$, $t = -.898$, $p > .370$), altruistic motivation ($\beta = .026$, $t = .440$, $p > .660$), fashion motivation ($\beta = .082$, $t = 1.562$, $p > .119$), personal value ($\beta = .019$, $t = .415$, $p > .678$), and social status ($\beta = .044$, $t = 1.055$, $p > .292$) insignificant with the intention to purchase for personal use. Therefore, H1b1, H2b1, H3b1, H7b1 and H9b1 are not supported. The results demonstrate that product involvement has the highest impact on the intention to purchase for personal use.

Table 12. Relationship between Consumer's Behavior on Intention to Purchase for Self Use

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.332	.229		1.446	.149
	EC	-.044	.049	-.038	-.898	.370
	AM	.025	.057	.026	.440	.660
	FM	.074	.047	.082	1.562	.119
	PP	.170	.051	.173	3.350	.001
	PV	.155	.056	.170	2.765	.006
	PI	.300	.056	.294	5.307	.000
	PVE	.025	.061	.019	.415	.678
	EV	.167	.054	.176	3.084	.002
	SS	.041	.039	.044	1.055	.292

a. Dependent Variable: IPSU

4.4.3 The Effect of Consumer's Behavior on Purchase Intention for Gifting

The third objective is to examine the effect of consumers purchase behavior of environmental concern, altruistic motivation, fashion motivation, price perception, perceived value, product involvement, personal value, emotional value, and social status on intention to purchase for gifting. The proposed third hypothesis as below:

H1b2: Environmental concern positively related to intention to purchase for gifting.

H2b2: Altruistic motivation positively related to intention to purchase for gifting.

H3b2: Fashion motivation positively related to intention to purchase for gifting.

H4b2: Price perceptions positively related to intention to purchase for gifting.

H5b2: Perceived value positively related to intention to purchase for gifting.

H6b2: Product involvement positively related to intention to purchase for gifting.

H7b2: Personal value positively related to intention to purchase for gifting.

H8b2: Emotional value positively related to intention to purchase for gifting.

H9b2: Social status positively related to intention to purchase for gifting.

Table 13 presents that correlation coefficient value (R) is equal to .561 which recommends that there is a reasonable positive correlation between intention to purchase for gifting and environmental concern, altruistic motivation, fashion motivation, price perceptions, perceived value, product involvement, personal value, emotional value and social. Moreover, coefficient of determinant (R²) is .548 which indicate that due to independent factors (environmental concern, altruistic motivation, fashion motivation, price perceptions, perceived value, product involvement, personal value, emotional value and social) to intention to purchase for gifting variable varies only 54.8 %. It implies that there is the impact of other factors on intention to purchase for gifting. These reveals also that regression analysis is accomplished to recognize the relationship between environmental concern, altruistic motivation, fashion motivation, price perceptions, perceived value, product involvement, personal value, emotional value and social with their intention to buy for gifting. Nine hypotheses are anticipated, and results F-value is 43.936 with a significant level 0.000 which is less than 0.01 and it assures model fitness for regression analysis.

Table 13. Predict the relationship between factors and intention to purchase for gifting & confirm the model fitness

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128.224	9	14.247	43.936	.000 ^b
	Residual	100.523	310	.324		
	Total	228.747	319			
R						.749 ^a
R Square						.561
Adjusted R Square						.548
St. Error of Estimate						.569

a. Dependent Variable: IPG

b. Predictors: (Constant), SS, EC, PVE, PP, FM, EV, PI, AM, PV

Table 14 reported the results of the regression analysis for third hypothesis for this study. The results show that perceived value ($\beta = .254$, $t = 4.006$, $p < .000$), product involvement ($\beta = .351$, $t = 6.144$, $p < .000$) and emotional value ($\beta = .153$, $t = 2.600$, $p < .010$) influence the intention to purchase for gifting. Therefore, H5b2, H6b2 and H8b2 are supported at the 5 percent significant level and it may be concluded that price perceived value and product involvement positively influence the intention to purchase for gifting. Meanwhile, the result indicates that environmental concern ($\beta = -.037$, $t = -.864$, $p > .388$), altruistic motivation ($\beta = -.012$, $t = -.195$, $p > .846$), fashion motivation ($\beta = .015$, $t = .270$, $p > .787$), price perception ($\beta = .100$, $t = 1.880$, $p < .061$), personal value ($\beta = .032$, $t = .658$, $p > .511$), and social status ($\beta = .043$, $t = 1.005$, $p > .316$) insignificant with the intention to purchase for personal use. Therefore, H1b2, H2b2, H3b2, H4b2, H7b2, and H9b2 are not supported. The results demonstrate that both perceived value and product involvement has the highest impact on the intention to purchase for gifting.

Table 14. Relationship between Consumer's Behavior on Intention to Purchase for Gifting

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.268	.257		1.046	.297
	EC	-.048	.055	-.037	-.864	.388
	AM	-.012	.064	-.012	-.195	.846

	FM	.014	.053	.015	.270	.787
	PP	.106	.057	.100	1.880	.061
	PV	.251	.063	.254	4.006	.000
	PI	.388	.063	.351	6.144	.000
	PVE	.045	.069	.032	.658	.511
	EV	.157	.061	.153	2.600	.010
	SS	.044	.043	.043	1.005	.316

a. Dependent Variable: IPG

4.4.4 The Effect of Consumer's Attitude on Purchase Intention for Self Use

The fourth objective is to examine the effect of consumers attitudes toward handmade/artisan fashion on intention to purchase for personal use and simple linear regression analysis was conducted to test the hypotheses. The proposed fourth hypothesis as below:

H10a: Consumer attitudes toward handmade/artisan fashion products are positively related to consumers' intention to purchase for self use.

Table 15 presents that correlation coefficient value (R) is equal to .374 which recommends that there is a reasonable positive correlation between intention to purchase for self use and consumer attitudes. Moreover, coefficient of determinant (R²) is .140 which indicate that due to independent factors (consumer attitudes) to intention to purchase for self use variable varies only 14 %. It implies that there is the impact of other factors on intention to purchase for self use. These reveals also that regression analysis is accomplished to recognize the relationship between environmental concern, altruistic motivation, fashion motivation, price perceptions, perceived value, product involvement, personal value, emotional value and social with their intention to buy for gifting. One hypothesis are anticipated, and results F-value is 51.579 with a significant level 0.000 which is less than 0.01 and it assures model fitness for regression analysis.

Table 15. Predict the relationship between factors and intention to purchase for gifting & confirm the model fitness

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.119	1	27.119	51.579	.000 ^b
	Residual	167.199	318	.526		
	Total	194.319	319			
R						.374 ^a
R Square						.140
Adjusted R Square						.137
St. Error of Estimate						.725

a. Dependent Variable: IPSU

b. Predictors: (Constant), CA

Table 16 reported the results of the regression analysis for fourth hypothesis for this study. The results show that consumer attitudes ($\beta = .374$, $t = 7.182$, $p < .000$) is influence the intention to purchase for personal use. Therefore, H10a supported at the 5 percent significant level and it may be concluded that consumer attitudes positively influence the intention to purchase for gifting. The results demonstrate that consumer attitude has impact on the intention to purchase for personal use.

Table 16. Relationship between Consumer's Behavior on Intention to Purchase for Self Use

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.691	.274		6.167	.000
	CA	.456	.063	.374	7.182	.000

a. Dependent Variable: IPSU

4.4.5 The Effect of Consumer's Attitude on Purchase Intention for Gifting

The fifth objective is to examine the effect of consumers attitudes toward handmade/artisan fashion on intention to purchase for gifting and simple linear regression analysis was conducted to test the hypotheses. The proposed fifth hypothesis as below:

H10b: Consumer attitudes toward handmade/artisan fashion products are positively related to consumers' intention to purchase for gifting.

Table 17 presents that correlation coefficient value (R) is equal to .372 which recommends that there is a reasonable positive correlation between intention to purchase for gifting and consumer attitudes. Moreover, coefficient of determinant (R²) is .138 which indicate that due to independent factors (consumer attitudes) to intention to purchase for gifting variable varies only 13.8 %. It implies that there is the impact of other factors on intention to purchase for gifting. These reveals also that regression analysis is accomplished to recognize the relationship between environmental concern, altruistic motivation, fashion motivation, price perceptions, perceived value, product involvement, personal value, emotional value and social with their intention to buy for gifting. One hypothese are anticipated, and results F-value is 51.089 with a significant level 0.000 which is less than 0.01 and it assures model fitness for regression analysis.

Table 17. Predict the relationship between factors and intention to purchase for gifting & confirm the model fitness

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.663	1	31.663	51.089	.000 ^b
	Residual	197.084	318	.620		
	Total	228.747	319			
R						.372 ^a
R Square						.138
Adjusted R Square						.136
St. Error of Estimate						.787

a. Dependent Variable: IPG

b. Predictors: (Constant), CA

Table 18 reported the results of the simple regression analysis for fifth hypothesis for this study. The results show that consumer attitudes ($\beta = .372$, $t = 7.148$, $p < .000$) is influence the intention to purchase for gifting. Therefore, H10b supported at the 5 percent signif-icant level and it may be concluded that consumer attitudes positively influence the inten-tion to purchase for gifting. The results demonstrate that consumer attitude has impact on the intention to purchase for gifting.

Table 18. between Consumer's Behavior on Intention to Purchase for Gifting

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.586	.298		5.329	.000
	CA	.492	.069	.372	7.148	.000

a. Dependent Variable: IPG

4.5 Secção1 Summary of Hypotheses Testing

In this study, fifth hypotheses were developed to examine the relationship between consumers purchase behavior and consumer attitudes toward handmade/artisan fashion products on intention to buy for personal use and gifting. Besides that, this study also examines mediating effect of consumers attitudes toward handmade/artisan fashion products between consumers purchase behavior of environmental concern, altruistic motivation, fashion motivation, price perception, perceived value, product involvement, personal value, emotional value, and social status. Table 14 shows a summary of the hypotheses and results of the finding.

Table 19. Summary of the hypotheses results

Hypotheses	
H1a : Environmental concern is positively related to consumer attitudes toward handmade/artisan fashion products.	Not Supported
H1b1 : Environmental concern positively related to intention to purchase for self use.	Not Supported
H1b2 : Environmental concern positively related to intention to purchase for gifting.	Not Supported
H2a : Altruistic motivation positively influences consumer attitudes toward handmade/artisan fashion products.	Supported
H2b1 : Altruistic motivation positively related to intention to purchase for self use.	Not Supported
H2b2 : Altruistic motivation positively related to intention to purchase for gifting.	Not Supported
H3a : Fashion motivation positively influences consumer attitude toward handmade/artisan fashion products.	Not Supported
H3b1 : Fashion motivation positively related to intention to purchase for self use.	Not Supported

H3b2: Fashion motivation positively related to intention to purchase for gifting.	Not Supported
H4a : Price perceptions are positively related to consumer attitude toward handmade/artisan fashion products.	Not Supported
H4b1 : Price perceptions positively related to intention to purchase for self use.	Supported
H4b2: Price perceptions positively related to intention to purchase for gifting.	Not Supported
H5a : Perceived value is positively related to consumer attitude toward handmade/artisan fashion products.	Not Supported
H5b1 : Perceived value positively related to intention to purchase for self use.	Supported
H5b2: Perceived value positively related to intention to purchase for gifting.	Supported
H6a : Product involvement positively influences consumer attitude toward handmade/artisan fashion products.	Not Supported
H6b1 : Product involvement positively related to intention to purchase for self use.	Supported
H6b2: Product involvement positively related to intention to purchase for gifting.	Supported
H7a : Personal value positively influences consumer attitude toward handmade/artisan fashion products.	Not Supported
H7b1 : Personal value positively related to intention to purchase for self use.	Not Supported
H7b2: Personal value positively related to intention to purchase for gifting.	Not Supported
H8a : Emotional value positively influences consumer attitude toward handmade/artisan fashion products.	Not Supported
H8b1 : Emotional value positively related to intention to purchase for self use.	Supported
H8b2: Emotional value positively related to intention to purchase for gifting.	Supported
H9a : Social status positively influences consumer attitude toward handmade/artisan fashion products.	Supported
H9b1 : Social status positively related to intention to purchase for self use.	Not Supported
H9b2: Social status positively related to intention to purchase for gifting.	Not Supported
H10a : Consumer attitudes toward handmade/artisan fashion products are positively related to consumers' intention to purchase for self use.	Supported
H10b : Consumer attitudes toward handmade/artisan fashion products are positively related to consumers' intention to purchase for gifting.	Supported

5 Conclusion

This chapter provides an overview of the research study, reviews and interprets the research findings and presents the ways in which the future research can be improved. It also includes an overview of the limitations, as well as the possibilities for future research along with a few recommendations.

5.1 Main Findings

This study has been conducted with an objective to explore and investigate to what extent determinants of consumer purchasing behavior regarding handmade/artisan fashion products made from recycled clothing combined with traditional cloth. Since there is a lack of literature considering handmade/artisan fashion products made from recycled clothing combined with traditional cloth, but the aim is to explore the consumers engagement about this type of product regarding the information due to the collaboration of the sustainable contributes to green ecological awareness and social cultural tradition.

This research examines consumers behavior of environmental concern, altruistic motivation, fashion motivation, price perception, perceived value, product involvement, personal value, emotional value, and social status influence consumers attitudes toward handmade/artisan fashion products made from recycled clothing combined with traditional cloth, also its impact on their intention to purchase for personal use and gifting. From the results of regression analysis, the research is found from the nine factors of consumer behavior only two factor that significantly influenced with consumer attitude toward handmade/artisan fashion products. This research also examines between nine factor of consumer behavior and intention to purchase for self use with result found four factor factors that significantly influenced. On the other hand, three factors of consumer behavior positively influenced with intention to purchase for gifting. The last two result for consumer attitudes toward handmade/artisan products significantly influenced intention to purchase for self use and intention to purchase for gifting.

The result shows that (H1a) environmental concern not significant influence on the consumer attitude. Similar (H1b1) environmental concern not significant influence on intention to purchase for self use and (H1b2) environmental concern not significant influence on intention to purchase for gifting. This finding is consistent with the result of

previous study by (Siddique & Hossain, 2018) revealed that consumers attitudes and environmental concerns do not affect the green products awareness. But the study is dissimilar to the results of (Amarnath & Nagarajan, 2019; Chaturvedi et al., 2020; Makhdoomi, U. M. & Nazir, 2016; Paul et al., 2016; Thongpila, 2019) The positive attitude among consumer attitudes is positively determined by environmental concern and influence the making purchase decision.

One factor consumer behavior significantly influenced consumer attitudes toward handmade/artisan products is altruistic motivation (H2a). This in line with the study (Pop et al., 2020) positive relationship between altruistic motivation and consumer attitude. The innovation related to ethical value and moral as motivated altruistic of this type of products fashion favorable costumer toward handmade/artisan fashion products. The awareness to reduce carbon footprints in the fashion industry, it might be one benefits especially for younger generation to became sustainable consumer in the fashion. Unfortunately (H2b1) altruistic motivation not significant influence on intention to purchase for self use and (H2b2) altruistic motivation not significant influence on intention to purchase for gifting.

Fashion motivation (H3a) not significant influence on consumer attitudes. (H3b1) fashion motivation not significant influence on intention to purchase for self use and (H3b2) fashion motivation not significant influence on intention to purchase for gifting. This finding is not consistent with (Aycock, 2021) although the literature suggested that fashion motivation might have some influence on both attitude and purchase behavior.

Price perceptions (H4a) not significant influence on consumer attitudes and (H4b2) price perceptions not significant influence on intention to purchase for gifting. But (H4b1) price perceptions significantly influenced on intention to purchase for self use. This indicates that price expectations, regarding to the buying decision was granted in line with (Chockalingam & Isreal, 2016; Guo et al., 2020; Munir, 2020). It is demonstrated that individual like to have the products for own use whatever it cost regarding to the benefit inclusive. Dissimilar to the results (Amarnath & Nagarajan, 2019; Barbarossa & De Pelsmacker, 2016; Brécard et al., 2009; Hundal & Kumar, 2015) that high price perception and expensive product conscious consumers constraint for purchasing the product.

Perceived value (H5a) not significant influence on consumer attitudes. Meanwhile, both of perceived value (H5b1) and (H5b2) were significantly influenced on the intention to purchase for self use and gifting. This finding is consistent with result study by (Aycock, 2021; Chaturvedi et al., 2020; Pessôa et al., 2015) perceived value was strongly influenced behavior of consumers intention to purchase. perceived value is arguably one of the most critical determinant of purchase intention and the most important concepts for understanding consumer mind. It shows that consumers are willing to purchase the handmade/artisan fashion products for personal use also for gifting if they perceived worth value in reasonably price and high quality level for similar products.

Product involvement (H6a) not significant influence on consumer attitudes. However, both of product involvement (H6b1) and (H6b2) were significantly influenced on the intention to purchase for self use and gifting. This finding is consistent with result study by (Earley, 2017; Kurnia, 2017; Te'eni-Harari et al., 2009; Zeng, 2008) Product involvement give significant influence to consumer intention to purchase. Consumer more into the product when they think the product is worthy for them. Which in the handmade/artisan fashion products made from recycled clothing combined with traditional cloth give them the insight of sustainable fashion, fashionable and unique.

Personal value (H7a) not significant influence on consumer attitudes. (H7b1) personal value not significant influence on intention to purchase for self use and (H7b2) personal not significant influence on intention to purchase for gifting. This finding is not consistent with result study by (Bu et al., 2020; Frizzo et al., 2020) personal value significantly enhance and increase purchase intention of the traditional and artisan products. It is demonstrated that the attitudes and intention to purchase for the new type of product as integrated in the foreigner country it quite challenging but by reflected from the individual self-expression the consumers are easy to adapt and indulgent.

Emotional value (H8a) not significant influence on consumer attitudes. This finding is not consistent with result study by (Fuchs et al., 2015) revealed that emotional value such a product imbued with love influenced consumer attitudes. Meanwhile, both of emotional value (H6b1) and (H6b2) were significantly influenced on the intention to purchase for self use and gifting. This result in line with (Qasim et al., 2019) emotional value have significant positive impact on behavioral intention to consume organic product. The

positive impact that evokes the consumer as some of the individual living abroad away from home country, as the nostalgic and emotional moment this type of product in the combined with traditional cloth as Batik fabric bring the motion of country origin.

This study indicates also revealed that social status (H9a) influence is an important criterion in consumer attitudes toward handmade/artisan fashion product made from recycled clothing combined with traditional cloth. In this finding consistent with the work of (Dessalew, 2017) stated that social status is influenced by consumer attitudes, this may indicate that people belief this type of fashion products for the social status with in society as might be reflect their personality.

Lastly, consumer attitudes toward handmade/artisan fashion products (H10a) and (H10b) positively significant influenced to consumers intention to purchase for self use and gifting. This result match with previous study (Thongpila, 2019) stated that consumer attitudes are positive and acceptable to consider purchasing fashion products made from recycled product. A positive relationship between consumer attitudes toward handmade/artisan fashion products and the intention to purchase for personal use and gifting indicates that the people would be more likely to have the intention to buy the items made from recycle clothing combined with traditional cloth for their own use and also consider to buy for gifting. Moreover, the finding is also consistent with other research conducted on a similar topic (Grier et al., 2006; Morel et al., 2012; Moser, 2015; Oyedele & Hernandez, 2017; Zeng, 2008) Connecting the finding with other studies, it suggests that attitude is continuously an effective predictor of purchase intention in the fashion consumption.

Base on the finding it can conclude this study in the field of fashion marketing and international business where was designed and carried out in order to identify underlying determinant factors that are perceived to be important in forming intention to purchase for self use and gifting of handmade/artisan fashion products made from recycled clothing combined with traditional cloth base on the comprising 3 groups consumers: Indonesians living in home country, Indonesian individuals living in abroad, and people unrelated with Indonesia such as Europeans with all the other nationalities. According to the study findings, all factors identified that consumers of handmade/artisan fashion products made from recycled clothing combined with traditional cloth perceive to be important in

influencing intention to purchase for self use or gifting. Therefore, we can conclude the motivation with this type of product it was quite challenging regarding comparison of the consumer desire and need. So, for the consumers perspective to buy the product regarding the research for own use are price expectation even higher price they will be buy for their need, perceived value, product involvement, emotional value, and consumer attitudes. The second, consumers perspective to buy the product regarding the research for gifting are perceived value, product involvement and consumer attitudes. The last consumers perspective regarding of the consumer attitudes toward handmade/artisan fashion products are altruistic motivation and social status.

This study also demonstrates that if the factor predictor when test it alone using simple linier regression without others factor in the consumer behavior will influenced the outcome. This conclude that other factors on the consumer behavior might be causing it. Even by said that still a lot of implication needed to involve and many gap for this study in combining of the different field for the future research.

5.2 Managerial Implication

The findings of this study provide practical managerial implications for the small business, artisan craft and entrepreneurs. This study indicates the behavior consumer, fashion, motivation, value, social, and cultural factors that motivate young adult consumers with their fashionable style and statement to purchase handmade/artisan fashion products made from recycled clothing combined with traditional cloth for own use and gifting. The finding suggests that the craftsmen or artisan handmade craft for this type of product should not that worry about the price regarding to the consumer desire. They will be considered to buy the product handmade that craftsmen made with premium quality and benefits information background. Recommendation for the marketer that advertising on the social media, make an online service platform that make easy to reach the consumer as the mission. So that perceived value for the spread this type of brand can be attained. Also, for the communication need to be relevant as this type of product contribute to green ecological and social cultural awareness.

The consumer already senses the product involvement to add the accessories for the fashion style of their own. This implicate that the high demand of this type of product can

be promising for the small business and entrepreneurs. Regarding the material use implication for the company it can imply other source fabric material used regarding to the uniqueness of the product. As on this study that handmade accessories fashion made from recycled denim and combined with Batik (fabric cloth with pattern from Indonesia). For instance, can be integrated with other traditional fabric as example azulejo from Portugal or English paisley and others. The last implication for the managerial that regarding with the recycled clothing, the craftsmen can partner with other retailer company selling this type of product, getting more connection with the recycling center for getting the unwanted clothing to reuse for the project and word of mouth is the popular way marketer can implicate.

5.3 Limitations and Future Research Directions

There are some limitations in this study. Firstly, the sample size and the problem throughout the distribution of survey question as some respondents were having difficulties to read in English. Therefore, the automatization of the language for questionnaire but still time taken for respondents to understand the items in questionnaire and also the survey was longer. Also, the fact that the study was applied to one country in specific, Indonesia, which means that extrapolation of results to other countries demands more studies considering other samples and contexts.

Besides, the age of the participants taken survey intended to be more than quarter are senior consumer for the age of 40s above. It can be focus on the specific age as younger generation intended to interest more for this type of product on this research. This study also did not consider the effect of demographic background of consumers on their purchase intention. The results of the study may differ from the perspective of various consumers demographic backgrounds for example, gender, race, monthly income and etc. Lastly, the impossibility of using SEM analysis and PLS analysis for future research.

REFERENCES

- Aakko, M., & Koskennurmi-Sivonen, R. (2013). Designing Sustainable Fashion: Possibilities and Challenges. *Research Journal of Textile and Apparel*, 17(1), 13–22. <https://doi.org/10.1108/RJTA-17-01-2013-B002>
- Abdu, G., & Purwanto, P. (2013). Analysis of Consumer Behavior Affecting Consumer Willingness to Buy in 7-Eleven Convenience Store. *Universal Journal of Management*, 1(2), 69–75. <https://doi.org/10.13189/ujm.2013.010205>
- Ahmad, A., Madi, Y., Abuhashesh, M., Nusairat, N. M., & Masa'deh, R. (2020). The knowledge, attitude, and practice of the adoption of green fashion innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 1–20. <https://doi.org/10.3390/joitmc6040107>
- Alharthey, B. K. (2019). International Journal of Advanced and Applied Sciences Impact of green marketing practices on consumer purchase intention and buying decision with demographic characteristics as moderator. *International Journal of Advanced and Applied Sciences Journal Homepage: Http://Www.Science-Gate.Com/IJAAS.Html Impact*, 6(3), 62–71.
- Amarnath, M., & Nagarajan, P. (2019). Consumer attitude towards Eco-friendly products. *Restaurant Business*, 118(6), 163–170. <https://doi.org/10.26643/rb.v118i6.8007>
- Angsoyiri, D. (2021). *International Journal of Multidisciplinary : Applied*. 2(2), 141–151. <https://doi.org/10.11594/ijmaber.02.08.03>
- Astuty, E., & Suryana, S. (2018). Creative People as a New Source of Competitive Advantage in Creative Industry. *Sebelas Maret Business Review*, 2(1), 53–65. <https://doi.org/10.20961/smbr.v2i1.13298>
- Aycock, M. B. (2021). *Consumer Motivations and Perceived Value in Online Second-Hand Luxury Fashion Shopping*.
- Badulescu, D., Perticas, D., Florea, A., Sehleanu, M., & Badulescu, A. V. (2019). Education and sustainable behaviour among young people. Evidence from the north-west region of Romania. *Journal of Environmental Protection and Ecology*, 20(3), 1479–1486.

- Banyte, J., Brazioniene, L., & Gadeikiene, A. (2010). Expression of green marketing developing the conception of corporate social responsibility. *Engineering Economics*, 21(5), 550–560. <https://doi.org/10.5755/j01.ee.21.5.11721>
- Barbarossa, C., & De Pelsmacker, P. (2016). Positive and Negative Antecedents of Purchasing Eco-friendly Products: A Comparison Between Green and Non-green Consumers. *Journal of Business Ethics*, 134(2), 229–247. <https://doi.org/10.1007/s10551-014-2425-z>
- Barbarossa, C., & Pastore, A. (2015). Why environmentally conscious consumers do not purchase green products: A cognitive mapping approach. *Qualitative Market Research*, 18(2), 188–209. <https://doi.org/10.1108/QMR-06-2012-0030>
- Boncinelli, F., Dominici, A., Gerini, F., & Marone, E. (2019). Consumers wine preferences according to purchase occasion: Personal consumption and gift-giving. *Food Quality and Preference*, 71, 270–278. <https://doi.org/10.1016/j.foodqual.2018.07.013>
- Brécard, D., Hlaimi, B., Lucas, S., Perraudeau, Y., & Salladarré, F. (2009). Determinants of demand for green products: An application to eco-label demand for fish in Europe. *Ecological Economics*, 69(1), 115–125. <https://doi.org/10.1016/j.ecolecon.2009.07.017>
- Bryman, A. (2012). *Social Research Methods* (Fourth edi). Oxford University Press Inc., New York.
- Bu, X., Nguyen, H. V., Nguyen, Q. H., Chen, C. P., & Chou, T. P. (2020). Traditional or fast foods, which one do you choose? The roles of traditional value, modern value, and promotion focus. *Sustainability (Switzerland)*, 12(18). <https://doi.org/10.3390/su12187549>
- Charpail, M. (2017). *Fashion & Environment — SustainYourStyle*. <https://www.sustainyourstyle.org/en/whats-wrong-with-the-fashion-industry>
- Chaturvedi, P., Kulshreshtha, K., & Tripathi, V. (2020). Investigating the determinants of behavioral intentions of generation Z for recycled clothing: an evidence from a developing economy. *Young Consumers*, 21(4), 403–417. <https://doi.org/10.1108/YC-03-2020-1110>

- Chockalingam, S. N., & Isreal, D. J. (2016). Redesigning the marketing mix for eco-friendly product consumption among non-purchasers in India. *Management and Marketing*, 11(1), 355–370. <https://doi.org/10.1515/mmcks-2016-0002>
- Church, E. M., & Oakley, R. L. (2018). Etsy and the long-tail: how microenterprises use hyper-differentiation in online handicraft marketplaces. *Electronic Commerce Research*, 18(4), 883–898. <https://doi.org/10.1007/s10660-018-9300-4>
- Claudio, L. (2007). Waste Couture. *Environ Health Perspect.* 2007 Sep; 115(9):(Sept 2007), A449–A454.
- Cohen, S. (2019, August 26). *Consumption, Waste and our Changing Lifestyle*. <https://news.climate.columbia.edu/2019/08/26/consumption-waste-changing-lifestyle/>
- Creswell, J. W. (2009). Research Design. In *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications, Newbury Park, CA.
- Csanák, E. (2019). *CRAFT & TRADITION: CHALLENGES OF REINTERPRETING*.
- Desa, A., Abd Kadir, N. B., & Yusoooff, F. (2012). Environmental Awareness and Education: A Key Approach to Solid Waste Management (SWM) – A Case Study of a University in Malaysia. In *Waste Management - An Integrated Vision*. <https://doi.org/10.5772/48169>
- Dessalew, A. (2017). *Factors Influencing Consumers Purchase Intention towards Cultural Fashion Clothes in Addis Ababa, Ethiopia* (Issue May).
- Dickenbrok, C., & Martinez, L. F. (2018). Communicating green fashion across different cultures and geographical regions. *International Review on Public and Nonprofit Marketing*, 15(2), 127–141. <https://doi.org/10.1007/s12208-018-0194-6>
- Earley, R. (2017). Designing Fast & Slow. Exploring fashion textile product lifecycle speeds with industry designers. *Design Journal*, 20(sup1), S2645–S2656. <https://doi.org/10.1080/14606925.2017.1352776>
- Elo, M., Minto-Coy, I., Silva, S. C. E., & Zhang, X. (2020). Diaspora networks in international marketing: How do ethnic products diffuse to foreign markets? In *European Journal of International Management* (Vol. 14, Issue 4, pp. 693–729). <https://doi.org/10.1504/ejim.2020.107606>

- Ferraro, C., Sands, S., & Brace-Govan, J. (2016). The role of fashionability in second-hand shopping motivations. *Journal of Retailing and Consumer Services*, 32, 262–268. <https://doi.org/10.1016/j.jretconser.2016.07.006>
- Frizzo, F., Dias, H. B. A., Duarte, N. P., Rodrigues, D. G., & Prado, P. H. M. (2020). The Genuine Handmade: How the Production Method Influences Consumers' Behavioral Intentions through Naturalness and Authenticity. *Journal of Food Products Marketing*, 26(4), 279–296. <https://doi.org/10.1080/10454446.2020.1765936>
- Fuchs, C., Schreier, M., & Van Osselaer, S. M. J. (2015). The handmade effect: What's love got to do with it? *Journal of Marketing*, 79(2), 78–110. <https://doi.org/10.1509/jm.14.0018>
- Geldermann, J., Kolbe, L. M., Krause, A., Mai, C., Militz, H., Osburg, V. S., Schöbel, A., Schumann, M., Toporowski, W., & Westphal, S. (2016). Improved resource efficiency and cascading utilisation of renewable materials. *Journal of Cleaner Production*, 110, 1–8. <https://doi.org/10.1016/j.jclepro.2015.09.092>
- Grier, S. A., Brumbaugh, A. M., & Thornton, C. G. (2006). Crossover Dreams: Consumer Responses to Ethnic-Oriented Products Sonya. *Journal of Marketing*, 53(9), 1689–1699.
- Guo, S., Choi, T. M., & Shen, B. (2020). Green product development under competition: A study of the fashion apparel industry. *European Journal of Operational Research*, 280(2), 523–538. <https://doi.org/10.1016/j.ejor.2019.07.050>
- Guyader, H., Ottosson, M., & Witell, L. (2017). You can't buy what you can't see: Retailer practices to increase the green premium. *Journal of Retailing and Consumer Services*, 34(July 2018), 319–325. <https://doi.org/10.1016/j.jretconser.2016.07.008>
- Hajiha, A., Shahriari, M., & Vakilian, N. (2014). The role of perceived value on customer E-shopping intention using technology acceptance model, (TAM). *IEEE International Conference on Industrial Engineering and Engineering Management, 2015-Janua*(4), 1136–1140. <https://doi.org/10.1109/IEEM.2014.7058816>
- Hall, N., & Boorady, L. M. (2017). *Rediscovering Slow Fashion: The use of Traditional Crafts to Encourage Sustainable Practices.* 55. <http://eprints.uanl.mx/5481/1/1020149995.PDF>

Henninger, C. E., Alevizou, P. J., & Oates, C. J. (2016). What is sustainable fashion? *Journal of Fashion Marketing and Management*, 327–331.

Home Page - PPI DUNIA. (n.d.). Retrieved June 9, 2021, from <https://ppi.id/>

Hundal, B. S., & Kumar, V. (2015). Consumer Perception towards Green Products: A Factor Analytic Approach. *Pacific Business Review International*, 7(10), 1–7.

Indonesian Batik - intangible heritage - Culture Sector - UNESCO. (n.d.). Retrieved June 9, 2021, from <https://ich.unesco.org/en/RL/indonesian-batik-00170>

Kang, J. Y. M., & Kim, J. (2017). Online customer relationship marketing tactics through social media and perceived customer retention orientation of the green retailer. *Journal of Fashion Marketing and Management*, 21(3), 298–316. <https://doi.org/10.1108/JFMM-08-2016-0071>

Kasasa. (2021, January 13). *Boomers, Gen X, Gen Y, and Gen Z Explained*. <https://www.kasasa.com/articles/generations/gen-x-gen-y-gen-z>

Khandual, A., & Pradhan, S. (2018). Fashion Brands and Consumers. In *Fast Fashion, Fashion Brands and Sustainable Consumption* (Issue July). Springer Singapore. <https://doi.org/10.1007/978-981-13-1268-7>

Kim, H., Choo, H. J., & Yoon, N. (2013). The motivational drivers of fast fashion avoidance. *Journal of Fashion Marketing and Management*, 17(2), 243–260. <https://doi.org/10.1108/JFMM-10-2011-0070>

Kim, J. U., Kim, W. J., & Park, S. C. (2010). Consumer perceptions on web advertisements and motivation factors to purchase in the online shopping. *Computers in Human Behavior*, 26(5), 1208–1222. <https://doi.org/10.1016/j.chb.2010.03.032>

Kotler, P., & Armstrong, G. (2008). *Principles of Marketing* (17th ed.). Pearson Publishing.

Kotler, Philip, & Keller, K. . (2006). *Marketing Management*, Milenium Edition. In *Marketing Management: Vol. 12th editi* (12th ed.). Prentice Hall, Upper Saddle River, NJ.

Kozlowski, A., Muthu, S. S., Gardetti, M. A., Cobb, K. A., Orzada, B. T., Koszewska, M., Hustvedt, G., Meier, E. J., Waliczek, T. M., Hennigs, N., Karampourioti, E., Wiedmann, K. P., Pal, R., Lee, K. E., Sanders, E. A., Ammayappan, L., Jose, S., Raj, A. A., Arputharaj, A., ... Saxena, S. (2016). *Green Fashion : Volume 1* (Vol. 2, Issue Volume 1).

Kurnia, W. (2017). *the Role of Product Knowledge , Product Involvement , and Financial Literacy on Attitudes and Its Implication Towards. May.*

Lee, W. I., Cheng, S. Y., & Shih, Y. T. (2017). Effects among product attributes, involvement, word-of-mouth, and purchase intention in online shopping. *Asia Pacific Management Review*, 22(4), 223–229. <https://doi.org/10.1016/j.apmr.2017.07.007>

Makhdoomi, U. M. & Nazir, U. (2016). *Consumers Purchase Behavior towards Green Products.* February, 0–14.
https://www.researchgate.net/publication/296443460_Consumers_Purchase_Behavior_towards_Green_Products

Mascarello, G., Pinto, A., Marcolin, S., Crovato, S., & Ravarotto, L. (2017). Ethnic food consumption: Habits and risk perception in Italy. *Journal of Food Safety*, 37(4), 1–9. <https://doi.org/10.1111/jfs.12361>

Maulik, S. R., Bhowmik, L., & Agarwal, K. (2014). Batik on handloom cotton fabric with natural dye. *Indian Journal of Traditional Knowledge*, 13(4), 788–794.

Mokha, A. K. (2017). Green Marketing: A Study of Consumer Perception on using Eco-Friendly Products. *Asian Journal of Research in Business Economics and Management*, 7(8), 298. <https://doi.org/10.5958/2249-7307.2017.00146.3>

Morel, M., Kwakye, F., & Hultén, P. (2012). *Green marketing: Consumers' Attitudes towards Eco-friendly Products and Purchase Intention in the Fast Moving Consumer Goods (FMCG) sector.*

Moser, A. K. (2015). Thinking green, buying green? Drivers of pro - Environmental purchasing behavior. *Journal of Consumer Marketing*, 32(3), 167–175. <https://doi.org/10.1108/JCM-10-2014-1179>

- Mundigo-Moore, I. (2020, December 28). *Recycling: where do our clothes go after we toss them?* – Econyl. <https://www.econyl.com/blog/recycling-where-do-our-clothes-go-after-we-toss-them/>
- Munir, S. (2020). Eco-Fashion Adoption in the UAE: Understanding Consumer Barriers and Motivational Factors. *Fashion Practice*, 12(3), 371–393. <https://doi.org/10.1080/17569370.2020.1777729>
- Niinimäki, K. (2010). Eco-Clothing, consumer identity and ideology. *Sustainable Development*, 18(3), 150–162. <https://doi.org/10.1002/sd.455>
- Oktavian Haryanto, J., & Heru Priyanto, S. (2013). Recent Future Research in Consumer Behavior: a Better Understanding of Batik As Indonesian Heritage. *Journal of Arts International Refereed Research Journal ■ Www.Researchersworld.Com ■*, 3233(4), 32–40.
- Oyedele, A., & Hernandez, M. D. (2017). Effect of intergroup-based emotions on attitude towards cross-ethnic products. *Journal of Consumer Marketing*, 34(1), 29–42. <https://doi.org/10.1108/JCM-01-2015-1282>
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134. <https://doi.org/10.1016/j.jretconser.2015.11.006>
- Permatasari, P. A., & Cantoni, L. (2019). Fashion Communication in the Digital Age. In *Fashion Communication in the Digital Age* (Issue June 2019). Springer International Publishing. <https://doi.org/10.1007/978-3-030-15436-3>
- Persson, K. (2019). Confident millennials: Differences in consumer confidence across five generations. *Economics and Sociology*, 12(4), 243–263. <https://doi.org/10.14254/2071-789X.2019/12-4/16>
- Pessôa, C., Araújo, K., & Arruda, A. (2015). Discussing Consumption and Sustainability in Clothing Production: A Case Study of a Company in Recife/BR. *Procedia Manufacturing*, 3, 6175–6182. <https://doi.org/10.1016/j.promfg.2015.07.911>
- Pilon, A. (2015, June 16). *25 Places to Sell Handmade Crafts Online - Small Business Trends*. <https://smallbiztrends.com/2015/06/places-to-sell-handmade-crafts-online.html>

- Pop, R. A., Saplacan, Z., & Alt, M. A. (2020). Social media goes green-the impact of social media on green cosmetics purchase motivation and intention. *Information (Switzerland)*, 11(9). <https://doi.org/10.3390/INFO11090447>
- Pratiwi, A., Riani, A. L., Harisudin, M., & Sarah Rum, H. P. (2020). The development of market oriented batik products based on customer buying intention (industrial center of batik sragen Indonesia). *International Journal of Management*, 11(3), 373–389. <https://doi.org/10.34218/IJM.11.3.2020.040>
- Qasim, H., Yan, L., Guo, R., Saeed, A., & Ashraf, B. N. (2019). The defining role of environmental self-identity among consumption values and behavioral intention to consume organic food. *International Journal of Environmental Research and Public Health*, 16(7). <https://doi.org/10.3390/ijerph16071106>
- Rahman, R. (2010). DESIGNING FOR CULTURAL MIGRATION: Methods for Designers Confronted With Social Change. *Graduate Theses and Dissertations*, 1–223.
- Saddhono, K., Widodo, S. T., Al-Makmun, M. T., & Tozu, M. (2014). The study of philosophical meaning of Batik and Kimono motifs to foster collaborative creative industry. *Asian Social Science*, 10(9), 51–61. <https://doi.org/10.5539/ass.v10n9p52>
- Satrio, D., Priyanto, S. H., & Nugraha, A. K. N. A. (2020). Viral marketing for cultural product: The role of emotion and cultural awareness to influence purchasing intention. *Montenegrin Journal of Economics*, 16(2), 77–91. <https://doi.org/10.14254/1800-5845/2020.16-2.6>
- Schramme, A., Kooyman, R., & Hagoort, G. (2014). *Beyond frames : dynamics between the creative industries, knowledge institutions and the urban context*. 264.
- Silva, C. E. S., & Elo, M. (2017). Chapter 18: How to internationalize a traditional Portuguese-style food - Liability or asset of Portugueseness? *Progress in International Business Research*, 12(January 2018), 425–442. <https://doi.org/10.1108/S1745-886220170000012007>
- Sreen, N., Purbey, S., & Sadarangani, P. (2018). Impact of culture, behavior and gender on green purchase intention. *Journal of Retailing and Consumer Services*, 41(December 2017), 177–189. <https://doi.org/10.1016/j.jretconser.2017.12.002>

- Stancu, C. M., Grønhøj, A., & Lähteenmäki, L. (2020). Meanings and motives for consumers' sustainable actions in the food and clothing domains. *Sustainability (Switzerland)*, 12(24), 1–25. <https://doi.org/10.3390/su122410400>
- Te'eni-Harari, T., Lehman-Wilzig, S. N., & Lampert, S. I. (2009). The importance of product involvement for predicting advertising effectiveness among young people. *International Journal of Advertising*, 28(2), 203–229. <https://doi.org/10.2501/S0265048709200540>
- Textiles: Material-Specific Data | Facts and Figures about Materials, Waste and Recycling | US EPA.* (n.d.). Retrieved June 9, 2021, from <https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/textiles-material-specific-data>
- Thongpila, kamolchanok. (2019). Applying the Theory of Planned Behavior to Influence Purchase Intention of Green Fashion Made from Recycled Plastic in Thailand. *Graduate Theses and Dissertations*, 1–68.
- Uckan Yuksel, C., & Kaya, C. (2020). Traces of cultural and personal values on sustainable consumption: An analysis of a small local swap event in Izmir, Turkey. *Journal of Consumer Behaviour*, April, 1–11. <https://doi.org/10.1002/cb.1843>
- UN Alliance aims to put fashion on path to sustainability | UNECE.* (n.d.). Retrieved June 9, 2021, from <https://unece.org/forestry/press/un-alliance-aims-put-fashion-path-sustainability>
- Vehmas, K., Raudaskoski, A., Heikkilä, P., Harlin, A., & Mensonen, A. (2018). Consumer attitudes and communication in circular fashion. *Journal of Fashion Marketing and Management*, 22(3), 286–300. <https://doi.org/10.1108/JFMM-08-2017-0079>
- Viswanathan, L., & Varghese, G. (2018). Greening of business: A step towards sustainability. *Journal of Public Affairs*, 18(2). <https://doi.org/10.1002/pa.1705>
- Voicu, I. M., Popescu, A., Iordănescu, M., & Moga, I. C. (2013). *Industria*. 64(1), 1–56.
- Wan, M., Zhang, Y., & Ye, W. (2019). Consumer willingness-to-pay a price premium for eco-friendly children's furniture in Shanghai and Shenzhen, China. *Forest Products Journal*, 68(3), 317–327. <https://doi.org/10.13073/FPJ-D-17-00050>

- Wang, H., Shen, M., (Amy) Song, Y., & Phau, I. (2020). Do up-displayed eco-friendly products always perform better? The moderating role of psychological distance. *Journal of Business Research*, 114(March 2019), 198–212. <https://doi.org/10.1016/j.jbusres.2020.03.031>
- Wang, L., Mckinney, E., & Dong, H. (2018). *Cleveland, Ohio. Figure 1*, 1–2.
- What is Batik? | The Batik Guild. (n.d.). Retrieved June 9, 2021, from <https://www.batikguild.org.uk/batik/what-is-batik>
- White, K., Hardisty, D. J., & Habib, R. (2019). The Elusive Green Consumer. *Harvard Business Review*, July-Augus(August), 125–133.
- Why clothes are so hard to recycle - BBC Future. (2020). <https://www.bbc.com/future/article/20200710-why-clothes-are-so-hard-to-recycle>
- Wood, E. (2020). *Daily Eastern News: December 08, 2020*.
- Yang, C.-M. (2019). Influences of Product Involvement and Symbolic Consumption Cues in Advertisements on Consumer Attitudes. *International Journal of Marketing Studies*, 11(2), 15. <https://doi.org/10.5539/ijms.v11n2p15>
- Yang, S., Song, Y., & Tong, S. (2017). Sustainable retailing in the fashion industry: A systematic literature review. *Sustainability (Switzerland)*, 9(7), 1–19. <https://doi.org/10.3390/su9071266>
- Yu, S., & Lee, J. (2019). The effects of consumers' perceived values on intention to purchase upcycled products. *Sustainability (Switzerland)*, 11(4). <https://doi.org/10.3390/su11041034>
- Zeng, Y. (2008). Young consumers' perceptions and purchase intentions towards mass-designer lines. *Graduate Theses and Dissertations*, 1–77. <http://search.proquest.com/docview/304904756?accountid=51189>

APPENDIX

Appendix 1 – Questionnaire

The Survey of Consumers' Perspectives on Handmade/Artisan Fashion Products Made from Recycled Clothing Combined with Traditional Cloth

Dear participant,

Welcome and thank you for taking the time to complete this study. This survey is part of my Master of Science in Marketing and International Business thesis at ISCAC - Coimbra Business School on "Consumers' Perspectives on Handmade/Artisan Fashion Products Made from Recycled Clothing Combined with Traditional Cloth".

Your participation is voluntary and anonymous. The data collection will remain confidential. The response will take about 6 minutes.

There are no right or wrong answers to the questions. For each question, please chose the option that better applies to you. Some questions might sound similar, but please give your best answer.

If you have questions or feedback regarding the survey, please contact chalemdh.dinz@gmail.com

Thank you in advance for your participation. It is greatly appreciated!

Best wishes,
Dindin Saepudin



chalemdh.dinz@gmail.com (not shared) [Switch accounts](#)



Draft restored

*Required

Clothing Waste

Please read the following sentences and choose the option that better describes your view or opinion.

How serious do you think clothing waste problems in the world have become these days? *

	1	2	3	4	5	
Not serious	☐	☐	☐	☐	☐	Extremely serious

Please indicate your level of agreement with the following sentences. *

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I am willing to reduce clothing waste to help against the environmental problems.	☐	☐	☐	☐	☐
I usually keep myself updated with the current clothing waste problems.	☐	☐	☐	☐	☐
I know what can be ways to reduce the seriousness of the clothing waste problem.	☐	☐	☐	☐	☐

Have you ever bought fashion items made from recycled clothing before? *

☐ Yes

☐ No

☐ Not sure

Next

Clear form

The Survey of Consumers' Perspectives on Handmade/Artisan Fashion Products Made from Recycled Clothing Combined with Traditional Cloth

 chalemhdh.dinz@gmail.com (not shared) [Switch accounts](#)



*Required

Handmade/Artisan Fashion Products Made from Recycled Clothing Combined with Traditional Cloth

This type of fashion product refers to clothes and accessories (e.g., bag, handbag) made by hand-based craftsman designers, that combines recycled cloth (e.g., denim) and traditional heritage cloth (e.g., Batik from Indonesia).

Example



Please read each sentence and choose the option that best describes your thoughts and opinions, from 1. Strongly disagree to 5. Strongly agree.

I like handmade/artisan fashion products made from recycled clothing combined with traditional cloth. *

1 2 3 4 5
Strongly disagree ☐ ☐ ☐ ☐ ☐ Strongly agree

I think buying handmade/artisan fashion products made from recycled clothing combined with traditional cloth would be favorable. *

1 2 3 4 5
Strongly disagree ☐ ☐ ☐ ☐ ☐ Strongly agree

I think buying handmade/artisan fashion products made from recycled clothing combined with traditional cloth would be good. *

1 2 3 4 5
Strongly disagree ☐ ☐ ☐ ☐ ☐ Strongly agree

I think buying handmade/artisan fashion products made from recycled clothing combined with traditional cloth would be wise. *

1 2 3 4 5
Strongly disagree ☐ ☐ ☐ ☐ ☐ Strongly agree

I feel proud when I buy/use handmade/artisan fashion products made from recycled clothing combined with traditional cloth. *

1 2 3 4 5
Strongly disagree ☐ ☐ ☐ ☐ ☐ Strongly agree

Please read each sentence and choose the option that best describes your thoughts and opinions, from 1. Strongly disagree to 5. Strongly agree. *

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Buying handmade/artisan fashion products made from recycled clothing combined with traditional cloth has an ethical interest for me, considering that the products have been ecologically produced	☐	☐	☐	☐	☐
While purchasing handmade/artisan fashion products made from recycled clothing combined with traditional cloth, I focus on environmentally friendly.	☐	☐	☐	☐	☐
The environmental preservation of handmade/artisan fashion products made from recycled clothing combined with traditional cloth is coherent with my ethical values.	☐	☐	☐	☐	☐
I purchase handmade/artisan fashion products made from recycled clothing combined with traditional cloth because it is fashionable.	☐	☐	☐	☐	☐
I am very attentive to my inner feelings for fashion products.	☐	☐	☐	☐	☐
I am eager to purchase handmade/artisan fashion products made from recycled clothing combined with traditional cloth that correspond with my style.	☐	☐	☐	☐	☐
I usually notice how some people are more fashionable than others	☐	☐	☐	☐	☐

Please read each sentence and choose the option that best describes your thoughts and opinions, from 1. Strongly disagree to 5. Strongly agree. *

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

I will buy if the handmade/artisan fashion products made from recycled clothing combined with traditional cloth are a bit more expensive than the normal product used.

☐ ☐ ☐ ☐ ☐

Don't mind paying a higher price if the handmade/artisan fashion products made from recycled clothing combined with traditional cloth variant performs better than a normal product.

☐ ☐ ☐ ☐ ☐

Don't mind paying a higher price as buying a handmade/artisan fashion products made from recycled clothing combined with traditional cloth is better than buying an inexpensive product that harms the environment.

☐ ☐ ☐ ☐ ☐

Don't mind paying a higher price if the handmade/artisan fashion products made from recycled clothing combined with traditional cloth have an eco-label from an appropriate authority.

☐ ☐ ☐ ☐ ☐

The environmental functions of handmade/artisan fashion products made from recycled clothing combined with traditional cloth provide good value to me.

☐ ☐ ☐ ☐ ☐

I purchase handmade/artisan fashion products made from recycled clothing combined with traditional cloth because it is environmentally friendly.

☐ ☐ ☐ ☐ ☐

I purchase handmade/artisan fashion products made from recycled clothing combined with traditional cloth because it has more environmental concern than conventionally produced fashion products.

☐ ☐ ☐ ☐ ☐

I purchase handmade/artisan fashion products made from recycled clothing combined with traditional cloth because it has more environmental benefit than conventionally produced other fashion products.

☐ ☐ ☐ ☐ ☐

Please read each sentence and choose the option that best describes your thoughts and opinions, from 1. Strongly disagree to 5. Strongly agree.

I would be proud to own handmade/artisan fashion products made from recycled clothing combined with traditional cloth. *

1 2 3 4 5
Strongly disagree ☐ ☐ ☐ ☐ ☐ Strongly agree

I would pay more for a handmade/artisan fashion products made from recycled clothing combined with traditional cloth if it had status. *

1 2 3 4 5
Strongly disagree ☐ ☐ ☐ ☐ ☐ Strongly agree

I would buy handmade/artisan fashion products made from recycled clothing combined with traditional cloth just because it has status. *

1 2 3 4 5
Strongly disagree ☐ ☐ ☐ ☐ ☐ Strongly agree

Please read each sentence and choose the option that best describes your thoughts and opinions, from 1. Strongly disagree to 5. Strongly agree. *

Strongly
disagree

Disagree

Neither
agree nor
disagree

Agree

Strongly
agree

Buying
handmade/artisan
fashion products
made from
recycled clothing
combined with
traditional cloth
instead of
conventional
products would
feel like making a
good personal
contribution to
something better.

☐
☐
☐
☐
☐

Buying
handmade/artisan
fashion products
made from
recycled clothing
combined with
traditional cloth
instead of
conventional
products would
feel like the
morally right
thing.

☐
☐
☐
☐
☐

Buying
handmade/artisan
fashion products
made from
recycled clothing
combined with
traditional cloth
instead of
conventional
products would
make me feel like
a better person.

☐
☐
☐
☐
☐

Please read each sentence and choose the option that best describes your thoughts and opinions, from 1. Strongly disagree to 5. Strongly agree. *

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I have a strong interest in handmade/artisan fashion products made from recycled clothing combined with traditional cloth.	☐	☐	☐	☐	☐
For me, handmade/artisan fashion products made from recycled clothing combined with traditional cloth do not matter.	☐	☐	☐	☐	☐
I attach great importance to selecting a handmade/artisan fashion products made from recycled clothing combined with traditional cloth.	☐	☐	☐	☐	☐
I am interested in the handmade/artisan fashion products made from recycled clothing combined with traditional cloth product information.	☐	☐	☐	☐	☐
I gave careful consideration to select a handmade/artisan fashion product made from recycled clothing combined with traditional cloth.	☐	☐	☐	☐	☐

Personal use - Please read each sentence and choose the option that best describes your thoughts and opinions, from 1. Strongly disagree to 5. Strongly agree. *

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I plan to spend more on handmade/artisan fashion products made from recycled clothing combined with traditional cloth rather than conventionally produced fashion products for my own use.	☐	☐	☐	☐	☐
If I see a retail store selling handmade/artisan fashion products made from recycled clothing combined with traditional cloth, I would visit to purchase for my own use.	☐	☐	☐	☐	☐
I would try to buy at least 1 handmade/artisan fashion products made from recycled clothing combined with traditional cloth for my own use.	☐	☐	☐	☐	☐
I will tell other persons about the handmade/artisan fashion products made from recycled clothing combined with traditional cloth for own use.	☐	☐	☐	☐	☐

Gifting - Please read each sentence and choose the option that best describes your thoughts and opinions, from 1. Strongly disagree to 5. Strongly agree. *

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I plan to spend more on handmade/artisan fashion products made from recycled clothing combined with traditional cloth rather than conventionally produced fashion products for gifting.	☐	☐	☐	☐	☐
If I see a retail store selling handmade/artisan fashion products made from recycled clothing combined with traditional cloth, I would visit to purchase it for gifting.	☐	☐	☐	☐	☐
I would try to buy at least 1 handmade/artisan fashion products made from recycled clothing combined with traditional cloth for gifting.	☐	☐	☐	☐	☐
I will tell other persons about the handmade/artisan fashion products made from recycled clothing combined with traditional cloth for gifting.	☐	☐	☐	☐	☐

General Background Information

The questions below are necessary to characterize the sample of this study.

Self-expression *

Please read each sentence and choose the option that best describes your thoughts and opinions, from 1. Strongly disagree to 5. Strongly agree.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I am a self-confident person.	☐	☐	☐	☐	☐
I am a person who is self-disciplined.	☐	☐	☐	☐	☐
I am the person who focuses on long-term orientation.	☐	☐	☐	☐	☐
I always have a sense of obligation to everything in my life	☐	☐	☐	☐	☐
I'm very easily indulgent.	☐	☐	☐	☐	☐
I appreciate foreign cultures.	☐	☐	☐	☐	☐

Which country are you living in now? *

Choose ▼

What is your nationality? *

Your answer _____

How old are you? (As of the year 2021) *

Your answer _____

Gender *

☐ Female

☐ Male

☐ Prefer not to say

☐ Other: _____

Highest level of education completed *

☐ Up to High School Degree

☐ Bachelor's Degree

☐ Post-graduation, Master's Degree, PhD Degree

☐ Other: _____

In which of these categories is your monthly income (after taxes)? *

☐ Below 1.000 €

☐ 1.001 € to 2.000 €

☐ 2.001 € to 3.000 €

☐ 3.001 € to 4.000 €

☐ More than 4.001 €

[Back](#) [Submit](#) [Clear form](#)

Appendix 2 – Result SPSS Analysis Mediator

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4
Y : IP
X : Behavior
M : CA

Sample
Size: 320

OUTCOME VARIABLE:

CA

Model Summary

R	R-sq	MSE	F	df1	df2	p
.4969	.2469	.3095	104.2759	1.0000	318.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.1725	.2082	10.4331	.0000	1.7628	2.5822
Behavior	.5686	.0557	10.2116	.0000	.4591	.6782

Standardized coefficients

	coeff
Behavior	.4969

Covariance matrix of regression parameter estimates:

	constant	Behavior
constant	.0434	-.0115
Behavior	-.0115	.0031

OUTCOME VARIABLE:

IP

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7698	.5926	.2378	230.5528	2.0000	317.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-.2643	.2115	-1.2500	.2122	-.6804	.1517
Behavior	1.0336	.0562	18.3762	.0000	.9229	1.1443
CA	.0250	.0492	.5091	.6110	-.0717	.1217

Standardized coefficients

	coeff
Behavior	.7591
CA	.0210

Covariance matrix of regression parameter estimates:

	constant	Behavior	CA
constant	.0447	-.0058	-.0052

Behavior	-.0058	.0032	-.0014
CA	-.0052	-.0014	.0024

Test(s) of X by M interaction:

F	df1	df2	p
2.4726	1.0000	316.0000	.1168

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

IP

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7696	.5923	.2372	461.9225	1.0000	318.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-.2100	.1823	-1.1516	.2503	-.5687	.1487
Behavior	1.0478	.0488	21.4924	.0000	.9519	1.1437

Standardized coefficients

	coeff
Behavior	.7696

Covariance matrix of regression parameter estimates:

	constant	Behavior
constant	.0332	-.0088
Behavior	-.0088	.0024

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_cs
1.0478	.0488	21.4924	.0000	.9519	1.1437	.7696

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_cs
1.0336	.0562	18.3762	.0000	.9229	1.1443	.7591

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
CA	.0142	.0349	-.0485	.0909

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
CA	.0105	.0254	-.0362	.0641

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

----- END MATRIX -----