Determining Factors that Influence Young Consumers' Purchase Intention toward Eco Friendly Batik in Indonesia

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Abstract

Purpose: This study aimed to examine the determinants influencing young Indonesian consumers' intention to purchase eco-friendly batik, focusing on ecological consciousness (EC) and perceived brand image (PBI) as key antecedents, with psychological ownership (PO) serving as a mediating factor. By integrating both cognitive and affective dimensions, the research sought to provide insights into the psychological processes that drive sustainable fashion consumption among Millennials and Generation Z. **Design/methodology/approach:** A quantitative research design was employed, collecting 492 valid responses from Indonesian Millennials and Generation Z through an online survey. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The analysis examined the reliability and validity of the measurement model, tested structural relationships among constructs, and assessed potential mediation effects. **Findings:** The results revealed that ecological consciousness directly and positively influenced purchase intention, highlighting its role as a key motivator for eco-friendly batik consumption. Perceived brand image significantly predicted psychological ownership but did not directly affect purchase intention. Although both EC and PBI positively shaped psychological ownership, PO neither significantly predicted purchase intention nor mediated the relationships between the antecedents and purchase intention. These findings suggest that cognitive awareness of environmental issues primarily drives intention, whereas brand perceptions and psychological ownership have a more limited influence on actual behavioural intention in this context. **Research limitations/implications:** The cross-sectional design restricts causal inference, and the study's focus on young Indonesian consumers may limit generalisability across age groups or cultural settings. Future research could integrate

additional antecedents such as cultural identity, perceived authenticity, or product involvement, and adopt longitudinal or mixed-method approaches. Theoretically, the findings extend discussions on the attitude–behaviour gap by demonstrating that psychological ownership alone may be insufficient to activate sustainable behavioural intention in cultural product markets. **Practical implications:** The results suggest that environmental awareness campaigns remain crucial for increasing adoption of eco-friendly batik. While perceived brand image strengthens psychological ownership, converting this attachment into behavioural intention requires complementary strategies. Producers and marketers should prioritise narrative-based branding, cultural storytelling, co-creation experiences, and personalised product engagement to deepen emotional connection and support purchase intention of eco-friendly batik. **Originality/value:** This study offers one of the first empirical examinations integrating ecological consciousness, brand image, and psychological ownership in the context of eco-friendly batik. It provides a culturally grounded understanding of sustainable fashion adoption in Indonesia and challenges prevailing assumptions by showing that psychological ownership does not always mediate cognitive determinants of sustainable purchase intention. The findings contribute to theoretical knowledge and offer practical guidance for the eco-friendly craft sector in emerging markets.

Keywords: Ecological Consciousness, Perceived Brand Image, Psychological Ownership, Purchase Intention, Sustainable Consumption, Eco-Friendly, Batik, Indonesia

Introduction

The textile and fashion industry is one of the largest contributors to environmental degradation globally, generating water pollution, chemical waste, and high carbon emissions (Bick, Halsey, & Ekenga, 2018). In Indonesia, batik is a culturally significant textile art and an economic sector that faces environmental challenges due to chemical dyes and intensive production processes (Hasanah & Herawati, 2020). Eco-friendly batik, produced with natural dyes and sustainable practices, represents a culturally aligned solution that addresses both environmental and social sustainability objectives.

Despite increasing awareness of environmental issues, young consumers' adoption of eco-friendly batik remains limited. Sustainable consumption is influenced by both cognitive evaluations (e.g., brand trust, product quality) and affective attachments (e.g., emotional and identity-based attachment) (Joshi & Rahman, 2017). Ecological consciousness (EC), representing an individual's awareness, concern, and commitment toward environmental issues, has been widely recognised as a key driver of pro-environmental purchasing behaviour (Kollmuss & Agyeman, 2002). Additionally, perceived brand image (PBI), which encompasses attributes such as trustworthiness, authenticity, and cultural relevance, has been shown to shape consumers' attitudes, emotional attachment, and purchase intentions (Aaker, 1996; Chen, 2010).

Psychological ownership (PO), which refers to the personal feeling that a product is "mine" even in the absence of legal possession, has been found to mediate the connection between cognitive and emotional evaluations and actual purchasing behaviour (Pierce et al., 2003). In the case of cultural products such as batik, this sense of ownership can become even stronger, especially among Millennials and Gen Z who increasingly seek consumption experiences that express their identity and carry personal meaning (Gazzola et al., 2020). Therefore, examining how ecological consciousness (EC) and perceived brand image (PBI)

work together with PO provides important insights for promoting the adoption of eco-friendly batik among young consumers in Indonesia.

Literature Review
Ecological Consciousness
Ecological consciousness refers to an individual's awareness, concern, and proactive attitudes toward environmental preservation, which directly influence sustainable consumption behavior (Kollmuss & Agyeman, 2002; Niinimäki, 2010). Consumers with higher ecological consciousness are more likely to prioritize products that minimize environmental impact, reflecting value-based decision-making that integrates personal ethics and societal responsibility (Paul, Modi, & Patel, 2016). In the context of sustainable fashion, eco-friendly products such as batik produced with natural dyes and environmentally responsible methods are particularly salient, as they align with consumers' environmental values while promoting cultural heritage (Hasanah & Herawati, 2020).

The Theory of Planned Behavior (TPB) provides a useful lens for understanding how ecological consciousness translates into purchase intention. According to TPB, attitudes, subjective norms, and perceived behavioral control jointly influence behavioral intention (Ajzen, 1991). Environmentally conscious consumers are likely to develop favorable attitudes toward eco-friendly batik, perceiving it as both ethically desirable and personally meaningful. Subjective norms further strengthen intention, particularly in Indonesia's collectivist culture, where social approval from peers, family, or community significantly impacts decision-making (Yadav & Pathak, 2017). Perceived behavioral control, reflecting the perceived ease or difficulty of purchasing eco-batik, also moderates this relationship; accessibility, affordability, and product knowledge enhance the likelihood that intention will translate into actual purchase behavior (Ajzen, 2002).

Perceived Brand Image
Perceived brand image captures the overall associations, perceptions, and reputational qualities that consumers attach to a brand (Aaker, 1996). For sustainable products, brand image is a critical determinant of trust, credibility, and perceived value, influencing both cognitive and emotional engagement (Chen, 2010). A strong eco-friendly batik brand that communicates authenticity, traditional craftsmanship, and sustainable production practices can foster consumer attachment and differentiate the product in a competitive market (Kumar, Polonsky, & Vocino, 2021).

Integration with Self-Congruity Theory and Signaling Theory further clarifies the mechanism through which perceived brand image influences behavior. Self-congruity emphasizes the alignment between consumers' self-concept and brand personality, whereby individuals prefer products reflecting their personal values and identity (Sirgy, 1982). For eco-friendly batik, young consumers may perceive culturally authentic and sustainable brands as congruent with their environmental and identity-related values, enhancing psychological attachment. Signaling theory highlights how the choice of eco-friendly batik conveys ethical and cultural values to others, serving as a social marker of environmental consciousness and cultural pride (Berger & Heath, 2007). Such signaling reinforces positive social evaluation, further motivating intention to purchase.

Psychological Ownership
Psychological ownership refers to the subjective feeling of possessing an object or product, even in the absence of legal ownership (Pierce, Kostova, & Dirks, 2001). This sense of "mine-ness" arises through control, intimate knowledge, and self-investment, and it plays a central role in shaping consumer attachment and behavioral intention (Lee & Huang, 2020; Kirk, Peck, & Swain, 2015). Consumers who perceive eco-friendly batik as personally meaningful are more likely to experience psychological ownership, translating environmental awareness and brand perceptions into commitment and purchase behavior.

Psychological ownership complements TPB by embedding emotional and identity-based attachment within the intention–behavior pathway. Consumers with high psychological ownership perceive eco-batik as an extension of their self-concept, reinforcing both their positive attitudes and perceived behavioral control (Pierce & Jussila, 2011). Self-investment, through activities such as engaging with artisans, customizing patterns, or sharing eco-batik experiences, strengthens ownership feelings and fosters loyalty. Additionally, knowledge of sustainable practices, cultural symbolism, and artisanal craftsmanship enhances intimate understanding, deepening psychological attachment (Rochberg-Halton, 1984). In combination, these mechanisms highlight how emotional, symbolic, and moral factors interact to reinforce intention to purchase eco-friendly batik.

Purchase Intention
Purchase intention refers to the degree of likelihood that a consumer will carry out a particular purchasing action (Ajzen, 1991). Within the sustainable fashion context, this intention is shaped by rational considerations such as perceived product quality, price, and brand image, as well as by emotional factors including psychological ownership and the alignment of personal values with the product (Paul et al., 2016). The Value Belief Norm Theory further expands this understanding by linking environmental values and personal moral norms to responsible consumption. It suggests that individuals who hold strong biospheric or altruistic values often feel a moral responsibility to support eco-friendly products (Stern, 2000). When viewed together with the Theory of Planned Behaviour and the concept of psychological ownership, the Value Belief Norm perspective highlights that intention to purchase eco batik arises not only from rational evaluation but also from ethical motivation and a sense of identity expression.

Through this integration of theories, the present study proposes that ecological consciousness and perceived brand image shape psychological ownership, which subsequently influences purchase intention toward eco-friendly batik. The combined insights from the Theory of Planned Behaviour, psychological ownership, self-congruity, signaling perspectives, and the Value Belief Norm Theory offer a comprehensive explanation of the cognitive and emotional processes, social dynamics, and moral considerations that guide young Indonesian consumers in their sustainable fashion decisions.

Conceptual Framework and Hypotheses

Based on the literature review and underpinning theories, the conceptual framework of this study posits that ecological consciousness (EC) and perceived brand image (PBI) are key determinants of purchase intention (PI) toward eco-friendly batik among young Indonesian consumers. Psychological ownership (PO) is proposed as a mediating mechanism that translates cognitive and emotional evaluations into behavioral intention. The framework integrates the Theory of Planned Behavior (Ajzen, 1991), Psychological Ownership Theory (Pierce, Kostova, & Dirks, 2001), Self-Congruity Theory (Sirgy, 1982), Signaling Theory (Spence, 1973), and the Value-Belief-Norm Theory (Stern, 2000) to explain how cognitive, affective, social, and moral dimensions interact to influence sustainable fashion consumption (Figure 1).
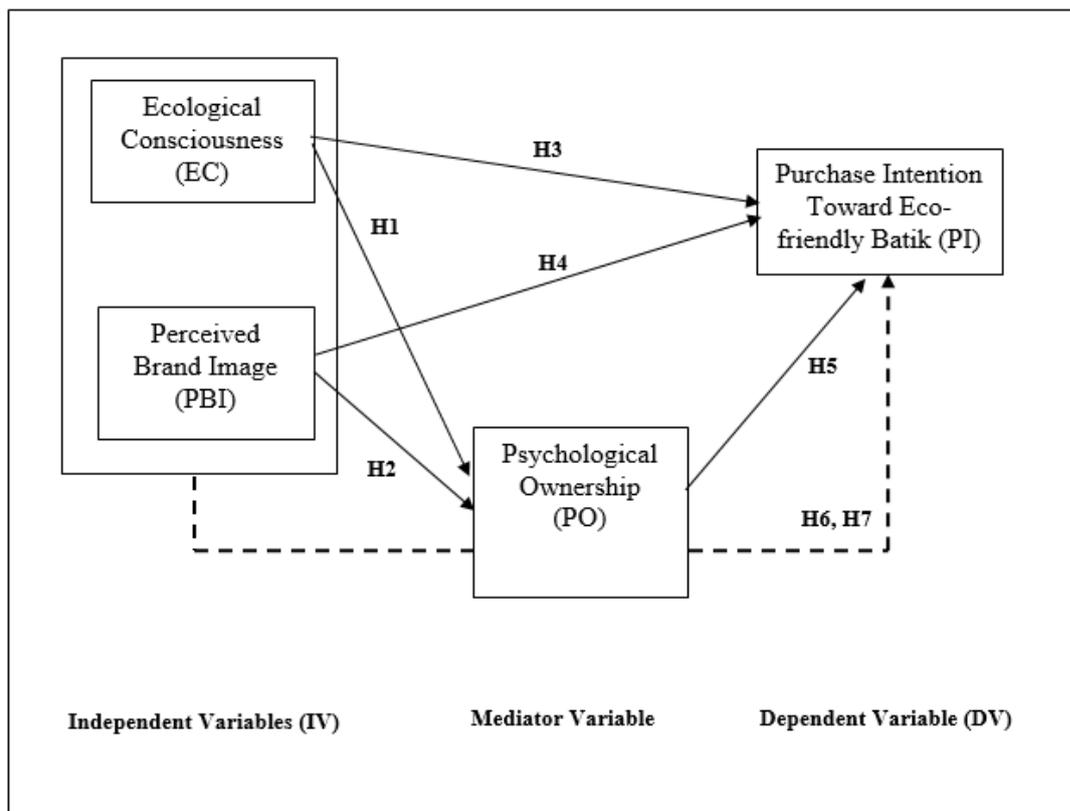

Figure 1: Conceptual Framework

This conceptual framework provides a theoretically grounded and empirically testable model, highlighting the central role of psychological ownership in translating ecological consciousness and brand image into intention to purchase eco-friendly batik. It integrates cognitive, affective, social, and moral dimensions, offering a comprehensive understanding of sustainable fashion consumption in culturally embedded contexts.

Hypotheses Development

H1: Ecological consciousness positively influences psychological ownership.
Consumers with high ecological consciousness are aware of environmental degradation caused by textile production and are motivated to engage in sustainable consumption (Kollmuss & Agyeman, 2002; Niinimäki, 2010). TPB suggests that attitudes toward pro-environmental behavior drive intention (Ajzen, 1991), while VBN Theory highlights that personal norms and moral obligation strengthen commitment to eco-friendly choices (Stern,

2000). When young Indonesian consumers perceive eco-friendly batik as an environmentally responsible product, they are more likely to develop psychological ownership, feeling a personal connection to the product as an extension of their environmental values.

H2: Perceived brand image positively influences psychological ownership.

A strong brand image, emphasizing authenticity, cultural heritage, and sustainable production, enhances consumer trust and attachment (Aaker, 1996; Chen, 2010; Kumar, Polonsky, & Vocino, 2021). Self-Congruity Theory (Sirgy, 1982) posits that consumers prefer products aligning with their self-concept, and Signaling Theory (Spence, 1973) suggests that ownership of a culturally significant and environmentally responsible product communicates positive social identity. These mechanisms reinforce psychological ownership, whereby consumers internalize eco-friendly batik as personally meaningful and identity-congruent.

H3: Ecological consciousness positively influences purchase intention.

In addition to influencing psychological ownership, ecological consciousness directly motivates sustainable purchase decisions. Prior studies show that consumers with higher environmental awareness are more willing to support eco-friendly products due to moral responsibility and pro-environmental norms (Joshi & Rahman, 2015; Han, 2020). The TPB posits that positive attitudes toward environmental protection enhance behavioral intention (Ajzen, 1991). Thus, young Indonesian consumers who recognize the ecological benefits of eco-friendly batik are more inclined to purchase the product.

H4: Perceived brand image positively influences purchase intention.

A positive brand image increases perceived value, authenticity, and trustworthiness, which in turn promotes intention to purchase sustainable fashion products (Kumar, Polonsky, & Vocino, 2021; Hwang et al., 2020). When brands highlight cultural heritage and environmentally responsible production, consumers tend to view eco-friendly batik as both socially meaningful and aesthetically desirable. These symbolic and reputational attributes directly contribute to stronger purchase intentions.

H5: Psychological ownership positively influences purchase intention.

Psychological ownership fosters a sense of "mine-ness," increasing emotional attachment, commitment, and perceived personal relevance (Pierce, Kostova, & Dirks, 2001; Lee & Huang, 2020). Consumers who feel ownership over eco-friendly batik are more likely to convert attitudes and beliefs into intention to purchase, consistent with TPB's premise that intention predicts behavior (Ajzen, 1991). Emotional, symbolic, and identity-based attachment thus acts as a bridge between cognitive and affective evaluations and behavioral intention.

H6: Psychological ownership mediates the relationship between ecological consciousness and purchase intention.

Although ecological consciousness influences intention directly, its effect is expected to operate primarily through psychological ownership. The emotional and identity-based connection formed through PO enhances the translation of pro-environmental attitudes and personal norms into behavioral intention (Pierce & Jussila, 2011). This mediation mechanism explains why environmentally conscious consumers may feel personally responsible for supporting eco-friendly batik, strengthening their intention to purchase.

H7: Psychological ownership mediates the relationship between perceived brand image and purchase intention.

Perceived brand image enhances PO by aligning brand identity with consumer self-concept and enabling signaling of ethical and cultural values (Sirgy, 1982; Berger & Heath, 2007). Psychological ownership transforms the symbolic and reputational aspects of the brand into personal attachment, which subsequently influences purchase intention. Thus, PO acts as a mediating pathway linking brand perception to sustainable consumption behavior.

Research Methodology

Research Design

This study employed a quantitative research design to examine the determinants that influenced young Indonesian consumers' intention to purchase eco-friendly batik. Quantitative methods were appropriate for testing theoretically supported relationships among constructs, as they allowed for statistical assessment of the hypotheses and the development of structural models (Creswell and Creswell, 2018). A structured online questionnaire served as the primary instrument for data collection, which enabled the efficient gathering of a large number of responses while ensuring consistency and reliability across participants.

The research framework incorporated both cognitive and affective constructs, including ecological consciousness, perceived brand image, psychological ownership, and purchase intention. These constructs were measured using previously validated scales. By employing a cross sectional survey design, the study captured respondents' perceptions, attitudes, and behavioral intentions at a single point in time. This design was suitable for examining the relationships among variables within the proposed conceptual framework (Bryman and Bell, 2015).

Population and Sample

The target population consisted of young Indonesian consumers, particularly those from the Millennial and Generation Z groups who were between 18 and 35 years old, familiar with batik, and aware of sustainability issues. This group was appropriate for the study because younger consumers were more inclined to make consumption choices that reflected their personal identity and values, especially when considering eco-friendly and culturally meaningful products (Gazzola et al., 2020).

A purposive sampling technique was used to identify respondents who met these criteria, ensuring that participants had sufficient knowledge of batik and its environmental implications (Etikan, Musa, and Alkassim, 2016). To broaden the reach and increase sample diversity, snowball sampling was also applied, where initial participants invited others within their social networks who shared similar characteristics. This approach helped the study gain access to a wider and still relevant audience (Naderifar, Goli, and Ghaljaie, 2017). The study aimed to obtain at least 492 valid responses, which aligned with the recommended sample size for Partial Least Squares Structural Equation Modeling to ensure adequate statistical power (Hair et al., 2021).

Instrument Development

The online questionnaire consisted of four main constructs: ecological consciousness (EC), perceived brand image (PBI), psychological ownership (PO), and purchase intention (PI). The measurement items were adapted from established studies, with EC drawn from Niinimäki (2010), PBI from Aaker (1996) and Chen (2010), PO from Pierce and colleagues (2001), and PI from Ajzen (1991). A five point Likert scale, ranging from 1 for strongly disagree to 5 for strongly agree, was used to capture respondents' level of agreement with each statement, which allowed for consistency and comparability across all constructs.

To ensure content validity, the questionnaire was reviewed by experts in sustainable fashion and consumer behaviour, who provided feedback on clarity and relevance. A pilot test involving 30 participants was then conducted to identify any ambiguous wording and to refine the measurement items before the full data collection. Reliability was assessed using Cronbach's alpha and composite reliability, while average variance extracted was used to evaluate convergent validity.

Data Collection Procedure
Data collection was carried out through an online survey platform and distributed using social media channels, university networks, and eco fashion communities to reach the intended population. Respondents were provided with clear information about the purpose of the study to ensure that their participation was voluntary and based on informed consent. The survey required approximately ten to fifteen minutes to complete, which helped reduce respondent fatigue while still allowing the collection of data of sufficient quality for analysis.

Data Analysis
Data were analyzed using Partial Least Squares Structural Equation Modeling with SmartPLS 4.0, which was appropriate for examining a complex model that involved mediation and potential non normal data distributions (Hair et al., 2021). The analysis followed two main stages. First, the measurement model was assessed by examining the reliability and validity of each construct. This involved evaluating Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE) to establish convergent validity, while discriminant validity was assessed using the Fornell Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio. Second, the structural model was evaluated by testing the hypothesized relationships among the constructs through path coefficients, along with t values and p values generated from a bootstrapping procedure with 5,000 resamples. Mediation analysis was also conducted to determine the role of psychological ownership in connecting ecological consciousness and perceived brand image to purchase intention. In addition, the explanatory power of the model was examined through the R^2 values.

This analytical approach allowed the study to empirically validate the proposed theoretical framework and offered meaningful insights into the psychological and perceptual factors that shaped young Indonesian consumers' intention to purchase eco-friendly batik.

Results and Discussion

This section presents the analysis of the relationships between Ecological Consciousness (EC), Perceived Brand Image (PBI), Psychological Ownership (PO), and Purchase Intention (PI) toward eco-friendly batik among young Indonesian consumers. The structural model was assessed using SmartPLS to evaluate both the direct effects and the mediating role of psychological ownership.

Direct Effects of EC and PBI on Purchase Intention

The study examined the direct influence of EC and PBI on purchase intention. The findings showed that Ecological Consciousness had a significant and positive effect on purchase intention ($\beta = 0.159$, $p = 0.001$). This indicated that consumers who were more environmentally aware were more inclined to support eco-friendly batik, which aligns with earlier studies that emphasized the importance of ecological concern in shaping green purchasing behavior (Joshi and Rahman, 2015; Paul et al., 2016). In contrast, the direct effect of Perceived Brand Image on purchase intention was not statistically significant ($\beta = 0.083$, $p = 0.149$). This result suggested that brand related perceptions alone were not strong enough to influence young consumers' intention to purchase eco-friendly batik within this context.

Effects of EC and PBI on Psychological Ownership

The study then examined how Ecological Consciousness (EC) and Perceived Brand Image (PBI) influenced Psychological Ownership (PO). Both relationships were statistically significant, with EC → PO ($\beta = 0.127$, $p = 0.008$) and PBI → PO ($\beta = 0.216$, $p = 0.000$). These results indicated that respondents who were more environmentally aware, as well as those who held favorable perceptions of the brand, were more inclined to experience a sense of psychological ownership toward eco-friendly batik. This pattern supported the idea that psychological ownership develops from a meaningful cognitive and emotional connection to products that resonate with one's personal values or identity (Pierce et al., 2003). The stronger effect of PBI suggested that brand related cues played an important role in shaping this sense of attachment.

Effect of Psychological Ownership on Purchase Intention

The study also tested whether psychological ownership directly influenced purchase intention (PO → PI). The results did not show statistical support for this relationship ($\beta = 0.058$, $p = 0.251$). This indicated that although respondents might feel a sense of personal connection or ownership toward eco-friendly batik, this feeling alone did not necessarily translate into an intention to purchase. This finding differed from some earlier studies that connected psychological ownership to behavioural outcomes (Jussila et al., 2015). It suggested that additional conditions, such as perceived personal benefit, value alignment, or social pressure, might be needed before psychological ownership results in an actual purchase intention.

Mediating Role of Psychological Ownership

The mediating effect of PO between EC and PI, and between PBI and PI, was tested using bootstrapping. The results showed that neither EC → PO → PI ($\beta = 0.007$, $p = 0.304$) nor PBI → PO → PI ($\beta = 0.013$, $p = 0.286$) were statistically significant. This implies that, although EC and PBI influence psychological ownership, PO does not function as a mediator between these antecedents and purchase intention in this context. Therefore, PO appears to act

as a consequence of EC and PBI rather than a mechanism translating these perceptions into actual purchase behavior. This underscores the complexity of eco-friendly consumption, where cognitive-affective connections may not automatically lead to behavioral intention without reinforcing factors.

Overall, the results showed that Ecological Consciousness directly encouraged purchase intention, while Perceived Brand Image had its strongest influence on psychological ownership rather than on purchase intention itself. Although both EC and PBI significantly shaped psychological ownership, this sense of attachment neither directly predicted purchase intention nor mediated the tested relationships. These findings emphasized that environmental awareness played a central role in motivating young Indonesian consumers to consider eco-friendly batik, while brand positioning helped build attachment but required further strategies to convert this attachment into actual purchase decisions.

Discussion
The aim of this study was to examine how Ecological Consciousness (EC) and Perceived Brand Image (PBI) influence Purchase Intention (PI) toward eco-friendly batik among young Indonesian consumers, as well as to understand the mediating role of Psychological Ownership (PO). The structural model findings revealed that EC does not significantly influence PI, contradicting prior sustainability literature which often reports that environmentally aware individuals exhibit higher tendencies to purchase green products (Joshi & Rahman, 2019; Paul et al., 2016). In the context of eco-friendly batik, this non-significant effect suggests that although young consumers may value environmental protection, their ecological concern does not automatically translate into concrete purchasing behaviour. This outcome aligns with the attitude-behaviour gap frequently observed in sustainable consumption studies, where environmental awareness does not necessarily lead to pro-environmental actions (Goh & Balaji, 2016; White et al., 2019).

Similarly, PBI was found to have no significant direct effect on PI, indicating that favourable brand perceptions alone may be insufficient to encourage eco-friendly batik purchase intentions. While branding literature typically highlights brand image as a central driver of consumer intention (Keller, 2013), the eco-friendly batik market may differ due to low brand differentiation, limited exposure to sustainability-oriented batik brands, or insufficient communication of green attributes. This finding corresponds with research suggesting that green product categories with low market maturity often struggle to convert positive brand perceptions into behavioural intentions (Leonidou et al., 2015).

In contrast, the results revealed that PO exerts a significant direct effect on PI, making it the strongest predictor in the model. This suggests that when consumers feel a sense of personal connection, responsibility, or identity with eco-friendly batik, they are more likely to intend to purchase it. This aligns with psychological ownership theory, which posits that feelings of "mine-ness" enhance engagement and commitment toward an object (Pierce et al., 2003). In cultural product contexts, PO is strengthened by identity relevance and symbolic meaning, making it a crucial factor influencing eco-friendly batik consumption (Jahanshahi & Brem, 2018).

Furthermore, the indirect effects indicated that PO does not mediate the relationship between EC and PI, nor between PBI and PI. This suggests that ecological awareness and brand image do not translate into psychological ownership strongly enough to influence PI. A plausible interpretation is that PO for eco-friendly batik is not formed through environmental concern or brand perception alone but may require deeper involvement, personal experiences, cultural connections, or storytelling where the elements not fully captured by EC or PBI (Kamleitner & Feuchtl, 2015).

Overall, the findings emphasize that young Indonesian consumers' intention to purchase eco-friendly batik is shaped more by personal psychological connection than by environmental consciousness or brand-related evaluations.

Implications

Theoretical Implications

This study contributed to the literature on sustainable consumption and cultural product marketing by demonstrating the significant role of psychological ownership in shaping purchase intention for eco-friendly batik. Previous research has focused largely on cognitive antecedents such as ecological attitudes or brand perceptions (Paul et al., 2016; Joshi and Rahman, 2019), yet this study showed that affective and identity-based mechanisms may be more influential in emerging cultural-sustainable markets. The non-significant effects of EC and PBI challenged common assumptions in green marketing literature and provided empirical evidence for the persistent attitude-behaviour gap (White et al., 2019). These findings suggest that sustainability models should more fully incorporate identity theories, consumer-object bonding, and the symbolic meaning of cultural products. Moreover, the strong effect of PO offered theoretical insight into how young consumers form meaningful relationships with eco- friendly cultural goods, extending the application of psychological ownership theory into the domain of sustainable traditional crafts (Pierce et al., 2003).

Managerial Implications

From a practical standpoint, the results indicated that brands and artisans could not rely solely on promoting environmental benefits or enhancing brand image to drive purchases. Instead, strategies designed to cultivate psychological ownership were likely to be more effective. Storytelling and cultural narratives could be employed to emphasize the heritage, craftsmanship, and personal stories behind eco-friendly batik, thereby evoking emotional connection. Co-creation initiatives, such as involving consumers in design processes or participatory workshops, could strengthen psychological ownership through personal involvement. Customization and personalization, for example allowing consumers to select motifs, colours, or patterns, could further enhance feelings of ownership. Experiential marketing, including virtual or physical demonstrations of ecological production processes, could foster deeper identification with the product. Together, these strategies could help bridge the gap between awareness and action, increasing consumer engagement and purchase intention.

Limitations and Future Research

Several limitations should be acknowledged. First, the study employed a cross-sectional design, which limits causal inference. Longitudinal methods may better capture how PO develops over time in relation to ecological and brand-related stimuli. Second, the study

focused specifically on young Indonesian consumers, which may limit generalizability to other age groups or cultural contexts. Future research could compare generational cohorts or cross-cultural samples to explore potential differences. Third, only two antecedents (EC and PBI) were examined, yet psychological ownership may be influenced by other factors such as cultural identity, product involvement, perceived authenticity, or symbolic value. Future studies should incorporate these variables to examine broader psychological processes. Fourth, eco-friendly batik is still a developing market, and consumers' familiarity with the concept may be limited. Qualitative methods such as interviews or ethnographic studies could provide deeper insights into how consumers interpret sustainability in traditional craft products. Finally, exploring actual purchase behaviour rather than intention may provide more robust insights into sustainable consumption patterns.

Conclusion

This study examined the influence of Ecological Consciousness and Perceived Brand Image on young Indonesian Consumers' Purchase Intention toward eco-friendly batik, alongside the mediating role of Psychological Ownership. The findings revealed that neither EC nor PBI significantly predicts PI, highlighting the persistence of the attitude-behaviour gap within sustainable cultural product contexts. In contrast, PO emerged as a significant and strong predictor of purchase intention, underscoring the importance of emotional connection, identity, and perceived ownership in shaping consumer behaviour.

These findings contribute to both theory and practice by emphasizing that psychological mechanisms may be more influential than traditional cognitive drivers in motivating sustainable craft consumption. For practitioners, fostering psychological ownership through storytelling, experiential engagement, and co-creation may be key to increasing consumer adoption of eco-friendly batik. Future research should expand on these insights by incorporating additional predictors, exploring diverse consumer groups, and employing longitudinal approaches.

Acknowledgement

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