

PREDICTING CONSUMER PURCHASE INTENTIONS AND EWOMS FOR LOCALLY PRODUCED FASHION PRODUCTS MADE FROM NATURAL DYES

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Abstract

The creative economy, especially related to the fashion subsector, becomes a critical contributor to Indonesia's economic growth, and yet also comes along with fast-fashion issues, with their environmental and social impacts. As an alternative, sustainable fashion made on traditional textiles, e.g., Minangkabau woven fabrics and batik, dyed with tannin-based natural coloring agents from gambier, offers a significant potency. However, research on factors influencing consumer purchase intention for these products remains limited, particularly in West Sumatra, calling for the need to analyze how social influence and willingness to pay more impact purchase intention and how they drive eWOM. A quantitative approach with a purposive sampling technique was invoked, with data collected through an online survey of 160 respondents. Data were then analyzed using the SEM-PLS technique. Results demonstrated that social influence and willingness to pay more had a positive and significant effect on purchase intention. Additionally, purchase intention was found to mediate the formation of eWOM. These findings both corroborate the literature concerning sustainable consumer behaviors and afford practical implications for producers to apply social networking, fix a premium price as a symbol of quality and sustainability, educate consumers to elevate their loyalty, and broaden market reach through eWOM.

Keywords: *eWOM, Purchase Intention, Sustainable Fashion, Social Influence, Willingness to Pay More*

INTRODUCTION

The creative economy, as one of the strategic sectors in Indonesia, contributes significantly to the growth of its Gross Domestic Product (GDP). According to the Ministry of Creative Economy, the sector contributes to the GDP of more than IDR1,500 trillion and absorbs approximately 26,5 million workers. Of 17 registered creative economy subsectors, fashion is one of the crucial pillars with a significant role in enhancing the sector's overall added value. In 2022, Indonesia's fashion subsector accounted for 17.6% of the total creative economy value added, or around IDR225 trillion. In addition, in the previous year, this subsector dominated creative economy exports, with a 61% contribution. The Ministry of Industry projects that the domestic fashion industry will grow at an average rate of 4.26% per year until 2029 (Antara, 2024). It is bolstered by prior studies, which foreground the growing importance of the fashion industry in encouraging economic growth (Arifin, 2025; Sudirjo et al., 2023; Yuniastuti & Pratama, 2023). Understanding fashion's meanings becomes essential in further examining its contributions to the creative economy. The English word 'fashion' was derived from Latin 'factio', defined as a popular clothing style in a culture, applied on a daily basis or during special occasions. Besides, fashion covers individuals' lifestyle, which is reflected in their selection of clothing, shoes, bags, accessories, hairstyle, and makeup (Italian Fashion School, 2022). In the 21st century, instead of being solely considered basic needs, fashion embodies individuals' means of self-expression, specifically in exhibiting their lifestyle and social status (Ni Kadek, 2021). In Indonesia, fashion constitutes a cultural element whose ownership and application vary across regions aligned with the pluralistic nature of society. Accordingly, fashion can also serve as a reflection of individual identity. Fashion style refers to how to wear certain clothing according to the concept of taste, i.e., individual preference or tendency toward a particular

style (Ratuannisa et al., 2020). This, along with increased purchasing power, internet accessibility, and fashion trends exposure through social media, contributes to the rapid growth of the fashion industry.

Despite its significant contributions, the fashion industry comes with adverse impacts in tandem with its growth. To begin with, a high demand for fast, affordable, and updated fashion products is attributable to the fast-fashion phenomenon, associated with a business model which gives primacy to quick and low-cost production without sustainability and quality concerns (Tiffany et al., 2025). In the last two decades, fast fashion has brought about fashion brands with high market interest, generating a significant increase in the production of affordable fashion products, posing environmental and social damage (Bick et al., 2018). Some consumers, being concerned about others' behaviors toward fast-fashion consumption, then raise awareness of sustainable fashion issues (Setiawardhani & Park, 2022). Sustainable fashion serves as a desirable alternative because of its emphasis on a meticulous and considerate production process, equal rights among workers, natural material usage, and clothing durability. This fashion movement represents the collective voice of fashion brands, communities, and those advocating for the protection of both the planet and garment workers (Pires et al., 2022).

In Indonesia, moreover, local fashion brands indicate an early stage of sustainable principle implementation (Tanzil, 2017). Incorporating local wisdom into the fashion sector can be a promising opportunity for fostering economic resilience while preserving Indonesia's cultural and aesthetic values. For example, Indonesia's traditional textiles, such as batik and woven cloth, have shown their significance in the local fashion industry as cultural legacies of profound artistic and aesthetic values. West Sumatra is among the regions with significant potential in traditional textiles because of its rich culture and traditions reflected in its distinctive batik and woven cloth, with its artistic and high values. Besides, there are unique stories and meanings underlying these crafts, which are then narrated into special motives, generating end products high in quality and exclusivity, attracting those looking for unique and highly artistic products. As a result, Minangkabau batik and woven products are capable of penetrating local, national, and global markets. This background positions the two as flagship products of West Sumatra and a priority in the Industrial Development Plan 2018-2030.

Furthermore, the potential of Minangkabau batik and woven textiles, which are previously linked to their artistic and exclusivity values, is also connected to a platform for implementing sustainable fashion as an effort to build harmony between local textiles and sustainable principles. Considering the aims of sustainable fashion, namely reducing waste, minimizing carbon footprints, and promoting the application of ethical work practices (Soyer & Dittrich, 2021), the adoption of natural dyes is one of the initial steps most suitable to be applied by Minangkabau batik and woven textile artisans. This step must be considered since excessive use of synthetic dyes poses several negative impacts, including worsening greenhouse effects, damaging the ecosystem, and triggering global warming. Additionally, some of them are categorized as carcinogenic substances harmful to artisan and consumer health (Bechtold et al., 2007; Saxena & Raja, 2014; Hassan et al., 2015). Hence, natural dyes regain their popularity with increasing consumer awareness of eco-friendly textile products.

West Sumatra is famed for diverse natural dye sources, e.g., gambier, which is one of its superior products and local resources (Gandasari et al., 2023), and is mainly found in Lima Puluh Kota. The material produces the eco-friendly catechin and tannin useful in creative product development (Syukri et al., 2023). Tannin, a polyphenol substance contained by a tree, specifically its bark, leaves, and fruits (Anggraini et al., 2021), exhibits some important characteristics, such as antioxidant, anti-inflammatory, and antimicrobial. These properties allow the substance to be a material important in creative product development (Kumar et al., 2018) as a natural dye (Malrianti et al., 2018) for both batik and woven textiles. Using local resources, including tannin from gambier, West Sumatra can develop eco-friendly batik and woven textiles through the adoption of tannin as a natural dye.

Using tannin from gambier to dye batik and woven textiles, making them eco-friendly, both gives environmental significance and opens new opportunities for local artisans in West Sumatra to offer products for consumers with raised awareness of sustainability. Consumer purchase intention for eco-fashion products, covering batik and woven textiles which utilize tannin from gambier as eco-friendly materials, is strongly influenced by social and price factors. Within this context, social factors affect how consumers perceive the sustainability values offered. In their research, Liang et al. (2024) argue that consumers who live in a social environment naturally build a mechanism of trust in the closest circle, internet celebrities, and online articles they read. It is supported by Sobuj et al. (2021) that individuals find social evidence before trying on a new brand. It also comports with a study by Sadeghi et al. (2022) that social influences play a paramount role in making eco-friendly product purchase decisions. In addition, consumer willingness to pay more is a pivotal indicator of successful eco-friendly product marketing. Price significantly contributes to the determination of product position in the market (Hu et al., 2024). It is also one of the considerations taken by consumers who prioritize environmental sustainability and therefore both directly and

indirectly influences their purchase probability (Sultan et al., 2020). Environmental concerns, green future projection, and perceived green product quality, as well as perceived green product benefits, become the vital factors which affect eco-friendly product consumption among consumers and increase their willingness to pay more (Gomes et al., 2023). Purchase intention defines the degree to which individuals will probably purchase a product and is influenced by the interaction between consumer needs, attitudes, and perceptions of the product or brand (Fernando & Ekasari, 2024). In line with consumers' increasing purchase intention for a product, their willingness to recommend the brand concerned also grows (Kotler, 2017). This statement must be highlighted as consumers often refer to testimonials written on a range of digital platforms as considerations when making a purchase decision (Fernando & Ekasari, 2024).

Several studies have addressed how social influence and price contribute to purchase intention for eco-friendly products (Fernando & Ekasari, 2024; Sambe et al., 202), especially within the sustainable fashion context, as well as the contributions of other variables, e.g., environmental knowledge, green self-concept, social status, and environmental orientation (Abrar et al., 2021; Khare & Kautish, 2022). Nonetheless, research which specifically discusses how social influence and willingness to pay more affect purchase intention for sustainable fashion products, i.e., batik woven textiles with tannin as a natural dye in West Sumatra, remains absent. Thus, this research is presented to provide associated explanations and add information concerning how purchase intention contributes to eWOM distribution, which is necessary for raising awareness and adoption of eco-friendly products among consumers. While most research is large-scale research, thereby ill-defining local social, cultural, and economic characteristics, this research specifically addresses the subjects, and the results can hence be expected to help local artisans make effective marketing strategies. In addition, cultural preservation and sustainable economic development in West Sumatra can be elevated. The extent to which social influence and willingness to pay more impact eWOM, with purchase intention as a mediating variable, is the focus of this research.

LITERATURE REVIEW

Social Influence and Purchase Intention

Fernando and Ekasari (2024) propose that purchase intention is formed when consumers consider whether they will purchase certain products or services which suit their preferences and tastes. Accordingly, purchase intention plays a significant role in prompting a purchase process, significantly influencing purchase decisions. Purchase intention represents consumer determination to buy a product at a particular time after necessary information is gathered (Pires et al., 2024). Besides, it is related to awareness levels of individuals when they are making a product purchase from a brand, as it reflects the likelihood of consumers buying a specific product (Lou & Yuan, 2019). In assessing the purchase intention variable, we refer to social influence indicators in the study by Han et al. (2024), which remarks that consumer purchase intention for sustainable fashion is indicated by many different positive behaviors, namely (1) Talking positively about buying sustainable fashion, (2) Being willing to buy sustainable fashion, (3) Recommending sustainable fashion products to my friends, (4) Buying sustainable fashion for my friends or family, and (5) Being willing to contradict the criticism of sustainable fashion. These indicators offer congruency with this research, addressing sustainable fashion through their reflection of consumer commitment, which can propel purchase intention and bolster a positive perception toward products.

Social influence refers to individual behaviors or decisions affected by social interaction (Gunawan et al., 2023). Amaral et al. (2023) define social influence as a condition in which individuals change their ideas, feelings, attitudes, or behaviors after interacting with others. It concurs with Varshneya et al. (2017) that social influence is notable when individuals are adjusting their attitudes, emotions, or behaviors as a response to their social community or relationships. In measuring the social influence variable, we adopt associated indicators from research by Farzin et al. (2023), encompassing (1) When buying clothes, consumers generally purchase those sustainable fashion brands that they think others will approve of, (2) If consumers want to be like someone, they often try to buy the same sustainable fashion brands that they buy, and (3) Consumers often identify with other people by purchasing the same sustainable fashion brands they purchase. These indicators are selected by considering their relevance to the sustainable fashion context, particularly because consumer behaviors are often influenced by the motivation for social acceptance, imitation of admired figures, and community identity acquisition. Social influence is a key factor in consumer behavior investigations as it is associated with individual tendency to find or collect information in forms of social evidence before trying a brand (Sobuj et al., 2021). Various relevant perspectives are available in the literature observing social influence impacts. For instance, a study by Sadeghi et al. (2022) in an individualistic culture argues that social influence plays a significant role in green purchase behaviors. Similar findings are given by research carried out in collectivistic culture (Makvandi & Farzin, 2022), contending that the associated rationale

is a larger need for self-adjusting to the culture (Fattahi et al., 2022). A study by Gunawan et al. (2023) posits a significant effect of social influence on purchase intention. Opinions and information from family or social influencers whom individuals trust can propel them to form purchase intention. Thus, the proposed hypothesis is as follows:

H1: Social influence has a positive and significant impact on purchase intention.

Willingness to Pay More and Purchase Intention

Willingness to pay more refers to consumer preparedness for product purchase at a higher price compared to the price of available alternatives (Shamsi et al., 2024). A study has exhibited that consumers are willing to pay more for a product or service when the perceived value justifies the cost (Gomes et al., 2023). Willingness to pay more is also considered a reflection of loyalty, brand equity, brand uniqueness, and emotional attachment to the brand (Bairrada et al., 2018). The community may consume a variety of brands but is only willing to pay more for brands offering distinguished benefits or values (Koskie et al., 2023). As posited by Pires et al. (2024), this willingness can be measured using the following indicators: (1) The willingness to pay a higher price for a sustainable fashion product because it is sustainable for the environment, (2) The willingness to pay an extra percentage for sustainable fashion products to support the efforts of the company/product to be sustainable for the environment, and (3) The pride of having a sustainable fashion product even if it is more expensive than a conventional fashion product. These indicators are considered relevant by the judgment that they can explain clearly how consumer values and identities affect purchase intention for sustainable fashion in this research.

The concept of willingness to pay more for sustainable fashion products is the key to understanding how consumers evaluate and are willing to pay more when dealing with products which meet sustainable criteria. Willingness to pay more is achieved when actual benefits justifying the price are perceived (Bairrada et al., 2018). Besides, environmental awareness and social identity contribute to consumer purchase intention (Maharu et al., 2021). Those with self-identification related to sustainable movement show a higher willingness level to pay more for brands resonating with their personal and social values (Luchs et al., 2010). Ottenbacher et al. (2019) are of the opinion that the willingness to pay more, motivated by green practice intention, is positively influenced by four factors, i.e., age, prior experience, engagement, and self-perception. Consumers are inclined to pay more for green products when realizing the product brand's green image. In their research, Elmanadily and El-Deeb (2023) opine that consumers with ecological concerns regarding fashion production tend to consume green fashion. Responsibilities for protecting the planet underlie their intention to purchase green clothing. This research is corroborated by another study by Tiffany et al. (2025), attesting that consumers suggest a higher propensity to pay more for sustainable fashion products once they understand and hold awareness of the product value. Thus, the proposed hypothesis is as follows:

H2: Willingness to pay more has a positive and significant impact on purchase intention.

Purchase Intention and eWOM

Electronic word of mouth (eWOM) is modern social communication established through consumer interaction in a digital space, which includes several activities, e.g., searching for and sharing information regarding products or services (Akdim et al., 2021). Hennig-Thurau et al. (2013) state that eWOM can be understood as both positive and negative nuanced statements which are expressed by actual, potential, or past consumers about a product or company and can be publicly or institutionally accessed through the Internet. Another argument by Meuthia (2017) suggests that electronic word of mouth constitutes a communication channel between two or more people mediated by electronic media, either face-to-face via digital platforms or through telephone, letters, emails, or online chat. Internet access without spatial and temporal constraints facilitates quick, global-scale information distribution, giving organizations opportunities to reach consumers on a wider scale simultaneously (Hennig-Thurau et al., 2013). In examining the eWOM variable, social influence indicators from research by Farzin et al. (2023) are adopted, covering: (1) Recommending sustainable fashion brands to social media friends, (2) Posting positive opinions about sustainable fashion brands on social media, (3) Sharing experiences about sustainable fashion brands with others, and (4) "Talking up" sustainable fashion brands on online pages to friends. A strong purchase intention for green fashion products reflects consumer commitment to sustainability values, including environmental preservation and social responsibility (Fernando & Ekasari, 2024). This commitment pushes consumers to make a purchase and triggers them to willingly spread positive information through electronic word of mouth (eWOM). It agrees with Kotler (2017), who justifies that purchase intention is a key factor of purchase intention and consumer inclination to share experiences and give recommendations to others. In eco-fashion contexts, consumers exhibiting high

environmental concerns actively give and share positive reviews, desirable testimonials, and product recommendations through diverse social media platforms. These activities contribute to the formation of positive perceptions toward the brand, which, in turn, strengthens the brand image and expands market reach (Salem & Alanadoly, 2021). Thus, eco-fashion brands can apply eWOM as an effective communication strategy to spur consumer purchase intention and loyalty. Thus, the proposed hypothesis is as follows:

H3: Purchase intention has a positive and significant impact on eWOM.

Based on the literature review and hypothesis development, we built a research model as illustrated in Figure 1.

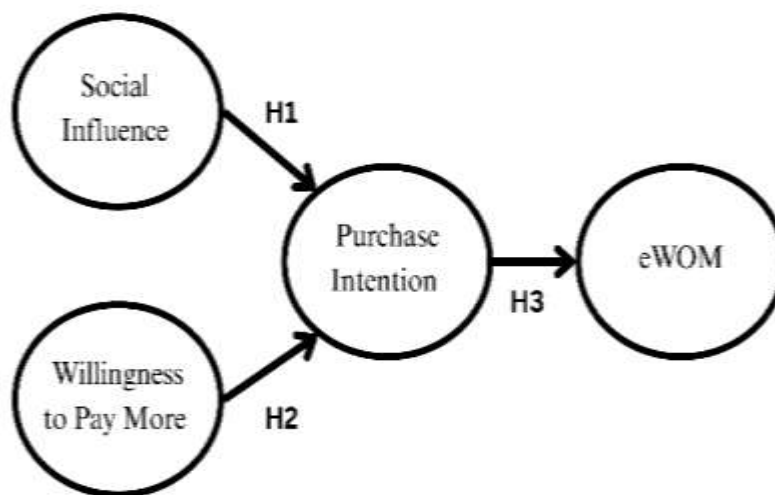


Figure 1. Conceptual Framework

METHODS

A quantitative approach with an explanatory research design was invoked. To assess causal relationships between research variables, Structural Equation Modelling (SEM) was implemented, assisted by SmartPLS version 4.0 software. The method was considered appropriate due to its capability of dealing with complex research models, which involve multiple constructs and indicators, and a relatively small sample size. Additionally, it does not require normally distributed data. The research population covered consumers with purchase intention for fashion products using natural dyes in Padang. 15 indicators were deployed; hence, referring to Hair et al. (2017), the minimum sample size should contain 15 respondents. And yet, we added ten respondents to the total sample size in order to minimize error data, resulting in 16 samples in total. Purposive sampling was employed by applying certain criteria, which were individuals residing in Padang, West Sumatra, aged above 17, and being knowledgeable or familiar with batik or woven fashion products with natural dyes, and at least one brand of such products. Data were collected through an online questionnaire using a 5-point Likert scale, distributed via social media and local community networks to broadly reach respondents across West Sumatra. Research variables were operationalized based on a literature review, which subsequently served as the basis for designing the research questionnaire, as demonstrated in Table 1.

Table 1. Variable Operationalization

Variables	Indicators	Scale	Source
Social Influence	When buying clothes, I generally purchase those sustainable fashion brands that I think others will approve of.	1-5-point Likert scale	Farzin et al. (2023)
	If I want to be like someone, I often try to buy the same sustainable fashion brands that they buy.		
	I often identify with other people by purchasing the same sustainable fashion brands they purchase.		
Willingness to Pay Premium	I am willing to pay a higher price for a sustainable fashion product because it is sustainable for the environment.	1-5-point Likert scale	Pires et al. (2024)
	I am willing to pay an extra percentage for sustainable fashion products to support the efforts of the company/product to be sustainable for the environment.		
	I am proud to have a sustainable fashion product, even if it is more expensive than a conventional fashion product.		
Purchase Intention	I will talk positively about buying sustainable fashion.	1-5-point Likert scale	Han et al. (2024)
	I am willing to buy sustainable fashion.		
	I will recommend sustainable fashion products to my friends.		
	I will buy sustainable fashion for my friends or family.		
	I am willing to contradict the criticism of sustainable fashion.		
eWOM	I will recommend sustainable fashion brands to my social media friends.	1-5-point Likert scale	Farzin et al. (2023)
	I will post positive opinions about sustainable fashion brands on social media.		
	I will share my experiences about sustainable fashion brands with others.		
	I “talk up” sustainable fashion brands on their online pages to my friends.		

RESULTS AND DISCUSSION

Demographic Profile of Respondents

A detailed description of the research sample or respondent profiles is demonstrated in Table 2.

Table 2. Demographic Profile of Respondents

Characteristics	Frequency	%
<i>Gender</i>		
Female	114	71%
Male	46	29%
<i>Age</i>		
17-25 years	47	29%
26-35 years	12	8%
36-45 years	36	23%
46-55 years	49	31%
56-65 years	15	9%
> 65 years	1	1%
<i>Education</i>		
Junior high school	1	1%
Senior high school	38	24%
Diploma 1-3	7	4%
Diploma 4/Bachelor's	61	38%
Master's	30	19%
Doctoral	23	14%
<i>Income (Indonesian Rupiah) per month</i>		
IDR2,000,001.00-IDR10,000,000.00	96	60%
< IDR2,000,000.00	34	21%
> IDR10,000,000.00	30	19%
<i>Expenditure per month</i>		
IDR5,000,001.00-IDR10,000,000.00	47	29%
IDR2,000,001.00-IDR5,000,000.00	48	30%
IDR1,000,001.00-IDR2,000,000.00	28	18%
> IDR10,000,001.00	21	13%
< IDR1,000,000.00	16	10%
<i>Occupation</i>		
Civil servant	44	28%
Student	36	23%
Entrepreneur	19	12%
Private employee	19	12%

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Characteristics	Frequency	%
Housewife	12	8%
Lecturer	14	9%
BUMN/government employee	8	5%
Retiree	2	1%
Others	6	4%
<i>Selected naturally dyed batik/woven products</i>		
Ready-to-wear garment	54	34%
Fabric base material	98	61%
Accessory	6	4%
Hijab	1	1%
Fabric and shawl	1	1%

From our survey of 160 respondents, female respondents dominated at 71%, exhibiting a higher purchase interest for batik or woven fashion products with tannin as the natural dye among female groups. In terms of age, most respondents were aged 46-55 years (31%) and 17-25 years (29%), implying that the baby boomer generation showed a higher interest in batik or woven fashion products with tannin as the natural dye compared to other generations. D4/Bachelor's was predominant in terms of the latest education levels (38%), indicating that most of the consumers were highly educated, and accordingly, were more critical in selecting products and more appreciative of artistic and cultural values, as well as sustainability aspects of batik or woven fashion products with tannin as the natural dye. Related to respondent income, the majority earned IDR2,000,000.00-IDR10,000,000.00 (60%), pinpointing evidence that middle-upper-middle-income groups were the predominant consumers of batik or woven fashion products with tannin as the natural dye. Additionally, most respondents worked as civil servants (28%) and were students (23%). Respondent preferences for certain naturally dyed batik or woven products pointed out the highest preference for fabric base materials (61%), because they offered flexibility of use and most of the respondents were from middle-income, highly educated groups.

Measurement Model Evaluation (Outer Model)

Relationships between indicators and the measured latent constructs are shown through outer model measurements, which aim to ensure that the research instruments exploited can measure the variables in question and have levels of validity and reliability meeting the standards (Ghozali, 2015). If the data are both valid and reliable, they are considered to represent the actual condition. In outer model measurements, convergent validity is utilized to assess whether the indicators in use can measure the research variables. According to Hair (2017), convergent validity is examined using three parameters, i.e., outer loading, Average Variance Extracted (AVE), and Composite Reliability (CR).

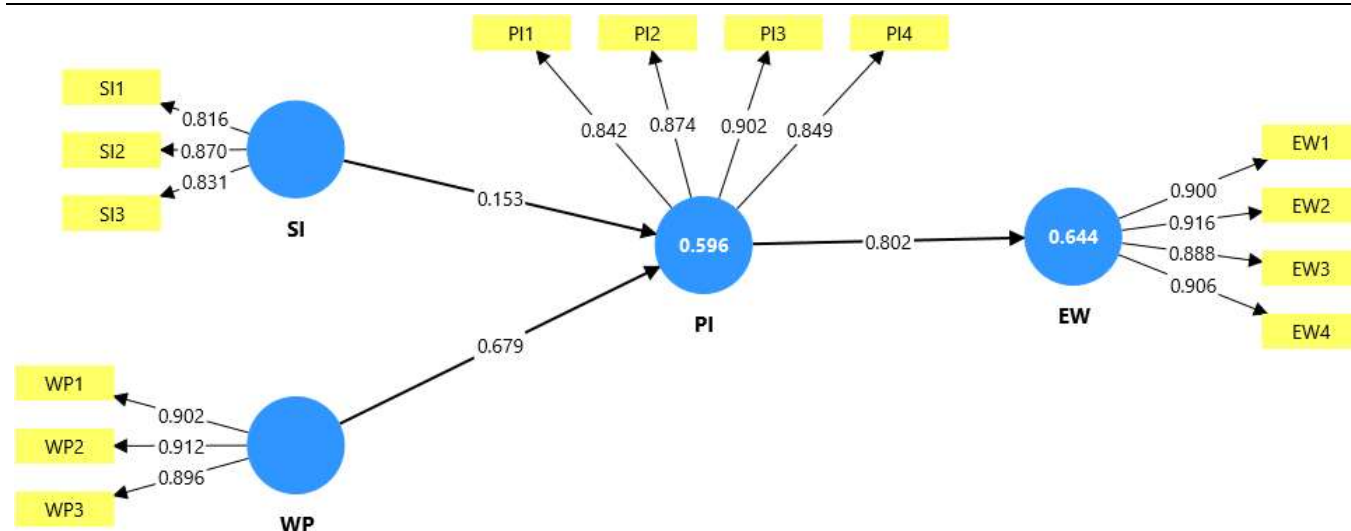


Figure 2. The Results of Full Model Analysis

Table 3. Validity and Reliability Testing Output

Variable	Indicator Codes	OL	AVE	CR	Conclusion
Social Influence (SI)	SI1	0.816	0.705	0.877	Valid and reliable
	SI2	0.870			
	SI3	0.831			
Willingness to Pay More (WP)	WP1	0.902	0.816	0.930	Valid and reliable
	WP2	0.912			
	WP3	0.896			
Purchase Intention (PI)	PI1	0.842	0.752	0.924	Valid and reliable
	PI2	0.874			
	PI3	0.902			
	PI4	0.849			
eWOM (EW)	EW1	0.900	0.815	0.946	Valid and reliable
	EW2	0.916			
	EW3	0.888			
	EW4	0.906			

Notes: OL = Outer Loading, AVE = Average Variance Extracted, CR = Composite Reliability

In Tables 2 and 3, it is suggested that all research variables satisfied requirements for validity and reliability after the invalid indicator, P15, which measured the purchase intention variable, was removed. The invalidity was the result of outer loading < 0.70. After the indicator removal, all outer loadings (OL) > 0.70, with the highest demonstrated by the indicator WP2 (0.912) and the lowest exhibited by the indicator SI1 (0.816). This implies that each indicator is able to reflect its constructs well. In addition, convergent validity was also satisfied, as indicated by the Average Variance Extracted (AVE) of all constructs > 0.50, with the highest shown by the construct Willingness to Pay More (0.816), and the lowest suggested by the construct Social Influence (0.705). Besides, all constructs demonstrated desired reliability at Composite Reliability (CR) > 0.70, the highest was exhibited by the construct eWOM (0.946), while the lowest was indicated by the construct Social Influence (0.877). Accordingly, all constructs in this model were both valid and reliable, and thus suitable for further structural testing. In this research,

testing discriminant validity was conducted using Fornell and Larcker's (1981) method, which requires a greater square root of the AVE than the correlation between constructs to achieve discriminant validity (Hair et al., 2017).

Table 4. Fornell and Larcker Test Output

Variable	EW	PI	SI	WP
EW	0.903			
PI	0.802	0.867		
SI	0.561	0.517	0.839	
WP	0.714	0.761	0.537	0.903

Notes: SI = Social Influence, WP = Willingness to Pay More, PI = Purchase Intention, EW = eWOM

Structural Measurement Model Evaluation (Inner Model)

The structural model or inner model facilitates the estimation of causal relationships (cause-and-effect) between latent variables, which cannot be measured directly. Among the measures invoked is the R-square value of the endogenous constructs (Sekaran & Bougie, 2016). This value indicates to what extent the independent variables can explain the dependent variable. As shown by Chin (1998), the criteria for assessing R-square are 0.67 as substantial, 0.33 as moderate, and 0.19 as weak.

Table 5. R-Square Test Output

Endogenous Variable	R-Square
eWOM	0.644
Purchase Intention	0.596

Both endogenous constructs in Table 5 fell into the substantial category according to Chin (1998), demonstrated by R-Square > 0.33. The construct Electronic Word of Mouth (eWOM) exhibited the highest R-Square at 0.644, while Purchase Intention (PI) indicated an R-Square of 0.596. That is, independent variables in this research could explain 59%-64% of the variance in endogenous constructs, while the remaining variance was affected by other factors not incorporated into the model. Hair et al. (2017) substantiate that testing hypotheses in a model can be conducted by examining the t-statistic values in the path analysis among variables using the bootstrapping technique. A relationship is considered significant if the t-value exceeds the critical threshold of 1.96 at a 5% significance level (t-value > 1.96).

Table 6. Path Coefficient

Relationships	Path Coefficients	t-value	p-value	Result
Social Influence → Purchase Intention	0.153	2.208	0.027	Supported
Willingness to Pay More → Purchase Intention	0.679	9.645	0.000	Supported
Purchase Intention → eWOM	0.802	26.856	0.000	Supported

The path analysis output in Table 6 exhibits that Purchase Intention had a positive and significant impact on eWOM at a coefficient of 0.802 and a p-value < 0.05, and Social Influence statistically influenced Purchase Intention significantly at a coefficient of 0.153 and a p-value of 0.027. Willingness to Pay More also indicated a positive and significant effect on a path coefficient of 0.679 and a p-value < 0.05. Therefore, overall, all the paths among variables within this model were statistically significant at a 95% confidence level, showing that Purchase Intention served as the key variable in mediating the influence of external factors (Social Influence and Willingness to Pay More) on eWOM behaviors. Results suggest that Social Influence had a positive and significant impact on Purchase Intention for batik and woven products with natural dyes in West Sumatra, thereby supporting H1. Thus, social influence from the environment surrounding consumers, e.g., recommendations from friends, families, or close relatives, can elevate their purchase intention. This finding supports previous research by Gunawan et al. (2023), testifying to a significant effect of social influence on purchase intention. This research, performed in West Sumatra, whose society strictly upholds collectivism, hence supports research on the same culture (Makvandi & Farzin, 2022), which also affirms that social influence affects purchase intention among consumers practicing collectivist culture.

Furthermore, Willingness to Pay More was attested to have a positive and significant impact on Purchase Intention for natural dye-based batik and woven products in West Sumatra, supporting H2. Consumer willingness to pay more is a critical factor boosting the formation of purchase intention. This finding is aligned with a prior study, which confirms that consumers who self-identify as advocating sustainable movements demonstrate a higher level of willingness to pay more for brands corresponding with their personal and social values (Luchs et al., 2010). It is also consistent with Elmanadily and El-Deeb's (2023) findings, which argue that consumers with ecological concerns related to fashion products exhibit a higher tendency to consume green fashion. It is also corroborated by our descriptive analysis results, which convey that most respondents, who were educated and belonged to upper-middle-income groups, were apt to be aware and understand the ongoing sustainability issues. Likewise, research by Tiffani et al. (2025) proposes that consumers indicate a higher tendency to pay more for sustainable fashion products once they understand and are cognizant of the product benefits. Another finding highlights that Purchase Intention had a positive and significant influence on eWOM regarding batik and woven products with natural dyes in West Sumatra, supporting H3. This finding is reinforced by Kotler's (2017) argument, positing that purchase intention is a key factor both determining purchase behaviors and enhancing consumer willingness to share past experiences and give recommendations to others. Additionally, our descriptive analysis results pinpoint that most of the respondents, who were classified as being well-educated and earning upper-middle income, could access and utilize technology effectively. Within eco-fashion contexts, consumers with high environmental concerns are more likely to provide positive reviews, share testimonials, and recommend products through diverse social media platforms (Salem & Alanadoly, 2021).

CONCLUSION

Results show that Social Influence and Willingness to Pay More had a positive and significant impact on Purchase Intention for naturally dyed batik and woven products, and Purchase Intention also increased consumer eWOM. Theoretically, this research strengthens theories concerning consumer behaviors within collectivist cultures and sustainability contexts, especially in West Sumatra. Social Influence and Willingness to Pay More were proven significant predictors of Purchase Intention. Meanwhile, from a practical perspective, this research recommends the use of social influence among naturally dyed batik and woven textile producers through word-of-mouth promotion, community engagement, or local influencers, since social recommendations are effective for promoting purchase intention. Applying premium pricing to emphasize the sustainability value and quality of products can attract consumers with a willingness to pay more. In addition, educating consumers about the ecological benefits and cultural values batik and woven products offer can raise their brand awareness and loyalty. Besides, encouraging them to share experiences through eWOM in the form of positive reviews and testimonials on social media can broaden market reach and strengthen brand reputation. The implementation of these strategies must be focused on well-educated consumers with upper-middle income, who are considered more sensitive to sustainability issues, hence generating desired results. And yet, this research also comes with several limitations. To begin with, data collected using close questionnaires cannot adequately reveal the actual reasons underlying purchase intention for natural dye-based batik and woven products. Additionally, all respondents, who live in West Sumatra, cannot represent the behaviors of others residing in other regions with distinctive cultures, economies, awareness, and sustainability levels. Accordingly, future researchers are suggested to deploy mixed methods to delve into consumer motivation and expand research coverage, leading to more generalized findings.

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