

PARENTS' DETERMINANTS BUYING INTENT ON ENVIRONMENTALLY FRIENDLY CHILDREN'S CLOTHING

Siti Shukhaila Shaharuddin *

Faculty of Creative Technology and Heritage, Universiti Malaysia Kelantan

Marzie Hatef Jalil

Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak

ABSTRACT

Fast-fashion products encourage parents to spend more on their children's necessities. As a result, children's clothing consumption is increasingly higher in a family due to child growth and change of needs. Due to the short lifespan of children's clothes, the waste of clothing is increasing rapidly. This research aims to study the opinion of parents and the acceptance of children's environmental-friendly clothing. The research examined parents' buying patterns such as shopping frequency, disposal practices and the purchase of child clothing experience. This work has embraced the idea of eco-fashion design to examine the clothing needs of children and the knowledge of the parents. Hence, a quantitative analysis was applied to research among parents in January 2020 in Malaysia. This research contributes to academic results about parents' decision-making on the children clothing subject. The findings showed that parents were aware of the idea of sustainable apparel; the cost, quality, design, and health issues were the most significant factors that influenced consumer's decisions to purchase children's clothing. Sustainable children's clothing was preferred by parents as it had multiple benefits which impacted children's health, preserves the environment as well as cost and time effective. For future research, further exploration relating to disposal and sustainable clothing design for children is suggested.

Keywords: Children's clothing, Clothing waste, Clothing disposal, Environmentally friendly clothing, Sustainable design, Buying intention.

Received: 7 August 2020

Accepted: 4 May 2021

<https://doi.org/10.33736/ijbs.4326.2021>

1. INTRODUCTION

The needs for children's products continue to shift rapidly, which is why children's clothing, equipment acquisition and consumption of children have received some attention from recent studies (Gam et al., 2010; Haluk Köksal, 2007; Sego, 2010; Shaharuddin & Jalil, 2021; Zhang, 2018). In the children's clothing market, the volume is expected to be 69,682.59 million pieces by 2023, when the average price per unit on the children's clothing market is estimated to be US \$

* Corresponding author: Senior Lecturer at the Faculty of Creative Technology and Heritage, University Malaysia Kelantan (UMK), Malaysia; Email: juju105@gmail.com.