

CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

The baby carrier is considered a must-have item when having a baby to help parents nurture their children. However, a baby carrier can be dangerous if parents do not know about babywearing's basic safety. Meanwhile, the government also failed to give the standard about the safe baby carrier in Indonesia even though the accident happened while using bad quality baby carriers.

However, many people, especially parents, know the danger of using baby carriers. As a result, many babywearing enthusiasts become babywearing consultants and communicate the risk through the community on social media.

Based on the results of hypothesis testing and discussion presented in the previous chapter, several conclusions can be obtained as follows:

1. Risk Communication was found to positively and significantly influence the Purchase Intention. This finding proves that communicating the risk of using an unsafe baby carrier can increase the purchase intention of SSC.
2. Risk Communication was found to have a positive and significant effect on the Perceived Risk. This finding proves that communicating the risk of the danger of unsafe baby carriers can increase the perceived risk to the parents. Parents can understand which baby carrier is good for their baby

and which is not recommended. They understand the risk very well because many parties try to communicate it through social media.

3. Perceived Risk was found to positively and significantly influence the Purchase Intention. This finding in this research proves that understanding the risk of unsafe baby carriers can increase the purchase intention of safe and recommended baby carriers. In this study, the perceived risk of basic safety babywearing can increase the purchase intention of SSC.
4. Subjective norms were found not to affect Purchase intention. This proves that the purchase intention of SSC is not affected by subjective norms even though Indonesia is a collectivist country. The domination of young millennial parents age 25-30 and lives in Capital City Jakarta also could be the reason why subjective norms can not affect the Purchase Intention.
5. Perceived risk mediates the relationship between risk communication and purchase intention. Consumers concerned about the risk will find more information about the product. In this study, a higher perceived risk of using inappropriate baby carriers can encourage consumers to learn more about baby carriers, which is communicated by a babywearing consultant, then increasing the purchase intention of SSC.

5.2 Suggestions

There are many kinds of research conducted on purchase intention. However, the research on the purchase intention of baby carriers is limited. Therefore, a baby carrier is an essential baby product, so the market is huge.

Based on the results of the research conducted, the researchers provide some suggestions because this research still has several limitations in several aspects, so improvements need to be made in further research, including:

1. The researcher suggests that further research should add other exogenous variables such as social media influencers, brand awareness, hip dysplasia awareness, price, or shopping experience. Considering the endogenous variables in this study can only be explained by the existing exogenous variables of 0.400 (perceived risk construct) and 0.473 (purchase intention construct).
2. The researcher suggests that further research should use other types of baby carriers, such as hipseat carriers and narrow-based carriers, which are quite popular these days and also controversial. Many parents also choose the hipseat carrier and narrow-based carrier instead of SSC. So the study that findings the factors that influence purchase intention in hipseat carriers will have a far-reaching impact on the community in Indonesia.

So it can answer many babywearing consultants and educators about why parents prefer baby carriers whose safety and comfort are still in doubt and have become controversial.

3. The researcher suggests that further research should expand the research population and not only concentrate on Jabodetabek. Many parents outside Jabodetabek are already aware of babywearing safety.
4. The researcher suggests that further research should focus on determining which social media performs better in communicating the risk of babywearing.
5. The researcher suggests that the government pay attention to risk communication factors. Even if the baby carrier has an SNI label, it does not mean that the baby carrier is safe since SNI does not regulate and does not check the overall safety of the sling. Especially in terms of the design and strength of the baby carrier. Suppose the government stressed the importance for local authorities to improve the quality and level of detail of information and control the spread of rumors about the health of toddlers and the correct use of Soft Structured Carriers by involving all stakeholders in the public health sector such as *posyandu* and hospitals. To reduce information lag and build relationships with the public, central and local governments need to monitor the health level of toddlers and provide the facts on the correct use of Soft Structured Carriers. Educational messages and timely updates to the public, especially generation Y and Z mothers who use various social media platforms, their updated websites, and by networking with local communities to reach out to the general public.

6. The researcher suggests that the baby carrier manufacturer, especially those making SSC, pay attention to communicating the risk of carrying a baby using a baby carrier. Baby carrier manufacturers need to present semantic information about the risks of carrying a baby in a baby carrier to people so that engaging in behavior will increase the intention to engage in that behavior. The finding in this study proves that risk communication significantly impacts purchase intention. So manufacturers can use this finding to increase their sales by communicating the risk to consumers more often with the presentation of the right information.
7. The researcher suggests the baby carrier manufacturer pay attention not only to communicating the risk but also to educating the consumers about safety in babywearing. By understanding the risk, consumers know which baby carrier is safe for their babies. Baby Carrier manufacturers should closely monitor social media data to improve communication time about toddler health and the correct use of Soft Structured Carriers. As social media grows, simply sharing updates on the situation and policies regarding Soft Structured Carriers may not be enough to attract public interest in these messages. Baby carrier manufacturers may need to adopt a more empathetic style of communication by opening a consultation service for free because not all mothers in generations Y and Z are paying attention to Soft Structured Carriers that are safely designated for toddlers and will increase their purchase intentions.

8. Even though in this research Subjective Norms have been found not to influence the purchase intention of SSC, the researcher suggests that baby carrier manufacturers pay attention to subjective norms factors considering the sample of this study is limited. Spending much time on social media can develop a perceptive that resonates among people from middle to upper socioeconomic backgrounds. Baby carrier manufacturers must actively play a role in social media in developing a sense of security among netizens because netizens are the most affected. After all, social media is a platform where everyone can share their opinions. Therefore, manufacturers of baby carriers need to respond quickly and respond to misleading and discriminatory media reports that affect the mental well-being of mothers – generation z mothers. So that the issues of norms that are no longer valid are not circulating on social media, which has the impact of hindering someone in deciding to buy soft structured carriers. However, it is expected that with the increase in these factors, the purchase intention of soft structured carriers (SSC) will increase.
9. The researcher suggests the babywearing consultant and babywearing influencer be more aggressive in educating parents in Indonesia about the basic safety of babywearing. In addition, it is necessary to explain the product's knowledge of SSC. The price offered should be feasible with what will be obtained from SSC in terms of quality, benefits, product raw materials, product durability, and also looks exclusive, which is expected to help the purchase intention of SSC so that it will help baby carrier

manufacturers increase sales and help parents get protection from baby carriers that endanger their child's life.

10. The researcher suggests that the baby carrier seller, manufacturer, and babywearing educator create sling and baby carrier manufacturer association. Then, together can create the standardization based on the updated science regarding the hip-healthy baby carrier, suffocation, and fall hazard issues and create the general guidance of safety babywearing and baby carriers. Finally, this guide and standardization that the association has made can be submitted to the relevant institution such as SNI and the Ministry of Health.

