Identifying Batik Buying Behaviour among Generation Z in Malaysia towards the Marketing Strategy Development for Batik Entrepreneurs

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ABSTRACT

Batik is considered historical traditional wear for Malaysian. The evolution of batik could be seen from the motives, colours and material. The objective of this study is to identify the relationship between several variables of batik buying behaviour among the young adults in Malaysia towards the marketing strategy development. The study aimed to identify the factors that influence Generation Z's buying behaviour towards batik products by using the Theory of Planned Behaviour (TPB). In this study, convenience sampling has been used to identify the buying behaviour of university students aged 19-27 years old. The data gained from the surveys is analysed using Statistical Package for Social Sciences (SPSS) version 28. The results of the multiple regression analysis indicate that the combination of the independent variables such as subjective norms, consumer knowledge, perceived behavioural control and product characteristics, significantly predicts the marketing strategy development. The findings of the study are expected to assist the batik entrepreneurs from Small and Medium-Sized Enterprises (SMEs) in determining the suitable marketing strategy in the context of batik industry with the Generation Z as their target market and the need for batik businesses to focus on product quality and affordability, as well as innovative marketing strategies to attract young consumers to the batik market.

Keywords: Buying Behaviour, Consumer Knowledge, Subjective Norms, Perceived Behavioural Control, Product Characteristics

1. INTRODUCTION

Batik has a longstanding history in Malaysia and has always been the clothing culture since the 17th century due to its fast-spreading influences along the Southeast Asia. Batik may have gone out of date once, as not many Malaysians preferred batik as their daily wear, instead only utilising batik as confinement wear among new mothers, tablecloth, and baby cradle cloth (Wahed et al., 2022). However, it is now making a comeback as many local designers has embraced the traditional textile into contemporary fashion. Following that, this section will point out how batik was revived out of the ark, based on the researcher's observation and references from secondary material. Being invulnerable to trend shifting, batik has evolved into one of the popular culture's products and fashion which currently adored by all levels of society of all ages and economic levels (Angkawijaya et al., 2020).

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The revitalising of batik industry begun when Yayasan Budi Penyayang (Penyayang) crafted The Malaysia Batik: Crafted for the World Movement under the surveillance of Tun Abdullah Ahmad Badawi, Malaysia Fifth Prime Minister. Through their subsidiary, Batik Guild Sdn. Bhd., Tun Abdullah Ahmad Badawi emphasised of the importance preserving and boasting the traditional textile other than stating that the batik is very suitable for the Malaysian and its humid climate. "Of course, you can make things more modern but still proudly wear something that is Malaysian", said Tun in the interview with Batik Guild. Through that, contemporary batik fashion has the involvement of many locals and international designers. With the advanced technology, batik has been incorporated into various textile namely silky fabrics and no more limited to cotton textile.

Following their urban fashion whilst adding on batik as focal point, it can be concluded that the youngsters does have their own ways of styling themselves while sticking to their roots. This aspect might as well affect their purchasing intention and behaviour, in which will leave a significant impact on the Malaysian batik industry in modern days especially among the Small and Medium-Sized Enterprises (SMEs). Moreover, SME's batik industry should increase their effort to cope with the highly competitive pressure (Soewarno et al., 2020), especially with the increasing demand for Batik, so that they can have an advantage to successfully face competitors, leading to higher business performance. Thus, the appointed area will be the focus of this study.

The issue to be addressed through this study is how the young generation buying behaviour will affect the marketing strategy development of batik industry in Malaysia. The young generation's changing preferences and behaviours have a significant impact on the development of batik marketing strategies. Despite the popularity and cultural significance of batik, the traditional industry is facing challenges in attracting the younger demographic. Understanding how to effectively market batik to the young generation is crucial for the survival and growth of the industry. This problem requires in-depth research and analysis of the young generation's values, attitudes, and buying habits, as well as the use of relevant marketing theories and strategies.

The emergence of Generation Z as a major consumer group in Malaysia is having a significant impact on the development of marketing strategies for the Malaysian batik industry. Generation Z, defined as those born between 1997 and 2012, is the first generation to grow up in a fully digital world and their behaviour, attitudes, and values are different from previous generations (Syed, et al., 2021). The traditional marketing approach used by the Malaysian batik industry may not be effective in attracting and retaining Generation Z consumers. A study by (Ismail et al., 2019) found that Generation Z is highly influenced by digital technology, social media, and brand image in their purchasing decisions. Therefore, the Malaysian batik industry needs to adapt its marketing strategy to address these factors.

Generation Z values sustainability and ethical practices, and they are more likely to support brands that align with their values (Ismail et al., 2019). The Malaysian batik industry needs to consider incorporating sustainability and ethical practices into its marketing strategy to appeal to this demographic. Therefore, the emergence of Generation Z in Malaysia is having a significant impact on the development of marketing strategies for the Malaysian batik industry. The industry needs to understand the unique characteristics and values of this demographic and adapt its marketing strategy accordingly to remain competitive and continue to grow in the future.

Despite the increasing popularity of batik as a traditional cultural product, there is a lack of research on consumer buying behaviour towards batik, particularly focusing on the Theory of Planned Behaviour (TPB). The current literature mainly focuses on product characteristics and disregards the influence of consumers' attitudes and subjective norms on their buying decision. The TPB which considers the influence of attitudes, subjective norms, and perceived behavioural control on behaviour (Ajzen, 1991), has not been extensively applied to the study of batik buying behaviour especially in the context of Generation Z. This gap in the literature highlights the need for further research to understand the role of consumer knowledge, subjective norms, and perceived behavioural control in their buying behaviour towards batik products.

2. LITERATURE REVIEW

2.1 Batik Buying Behaviour among Generation Z

Batik is a traditional form of textile art, which involves the creation of designs by wax-resist dyeing on cloth. In recent years, batik has gained popularity as a consumer product and has become a major export for many countries. Understanding consumer buying behaviour is important for marketers and manufacturers of batik products.

A study by Kari et al. (2017) found that consumer buying behaviour towards batik products is influenced by three main factors: cultural values, product quality, and price. Cultural values play a significant role in consumer decision-making as consumers often associate batik with cultural identity and tradition. Product quality and design are also important factors, as consumers are more likely to purchase batik products that are well-made and have attractive designs. Price is another factor that affects consumer buying behaviour, with affordability being a key concern for many consumers.

Another study by Pujiastuti et al. (2023) found that consumer buying behaviour is also influenced by marketing efforts, such as advertisements, sales promotions, and product displays. They found that consumers are more likely to purchase batik products that are heavily marketed and have high visibility in the market. In addition, the study also revealed that consumers who have prior knowledge about batik products are more likely to purchase them compared to those who are unfamiliar with the product.

In recent years, there has been an increasing interest in understanding the buying behaviour of Generation Z, particularly with regards to batik products in Malaysia. Generation Z, defined as individuals born between 1997 and 2012, is an important market segment for batik products due to their growing purchasing power and influence on consumer trends. Studies have shown that Generation Z consumers in Malaysia have a strong appreciation for cultural heritage and traditional arts, which includes batik products (Li et al., 2024). This is in line with the findings of TPB, which suggest that cultural values play a significant role in shaping attitudes towards batik products. Additionally, Generation Z consumers also place a high value on sustainability and ethical consumption, with a growing preference for products that are environmentally friendly and made using traditional techniques (Mokhtar & Ismail, 2012).

However, despite their appreciation for cultural heritage and sustainability, Generation Z consumers in Malaysia also have a strong preference for modern and innovative designs (Mokhtar & Ismail, 2012). This highlights the need for batik products to be adapted to meet the changing needs and preferences of this market segment, while still maintaining their cultural significance and traditional techniques. In terms of perceived quality, Generation Z consumers in Malaysia have high expectations for batik products, with a preference for products that are well-made, durable, and of high quality (Samsudin et al., 2022). This is in line with TPB, which suggests that perceived quality is a key determinant of batik buying behaviour.

To conclude, the literature suggests that Generation Z consumers in Malaysia have a strong appreciation for cultural heritage, sustainability, and traditional arts, but also prefer modern and innovative designs and high-quality products. These findings highlight the need for batik products to be adapted to meet the changing needs and preferences of this market segment, while still maintaining their cultural significance and traditional techniques.

2.2 Subjective Norms and Marketing Development Strategy

Subjective norm is the social pressure exerted by major social referents that might impact an individual's decision to engage in an action, either favourably or negatively. Compared to the attitude toward conduct, subjective norm refers to the strength of normative views and is influenced by the relevance of referents to the individual (Fuadi et al., 2022). It may be claimed that for Generation Z, the level of societal pressure and its influence on the intention to build a

marketing plan must be assessed. Similar to normative views, a positive effect or no effect at all leads to the assumption of a favourable influence of the subjective norms on the intention on developing marketing plan for batik entrepreneurs. Thus, hypothesis 1 is proposed:

H_1: Generation Z's subjective norms have a positive relationship with the development of marketing strategy towards batik industry.

2.3 Consumer Knowledge and Marketing Development Strategy

Customer knowledge can greatly alter consumer attitudes and behaviour, according to studies (Chea et al., 2022). Shafi et al. (2021) discovered that consumer education positively influenced Pakistani consumers' propensity to purchase locally made handicrafts. Therefore, it is possible to hypothesise that there is a considerable positive association between Generation Z's awareness of batik items and the efficacy of batik marketing techniques created in Malaysia. Based on this literature, hypothesis 2 is proposed:

H_2: Generation Z's consumer knowledge has a positive relationship with the development of marketing strategy towards batik industry.

2.4 Perceived Behavioural Control and Marketing Development Strategy

Perceived behavioural control is the perceived difficulty or ease of doing a task. As digital natives, Generation Z may have a greater perception of behavioural control when purchasing things online. If Generation Z feels that purchasing batik products online is simple and convenient in the context of batik marketing in Malaysia, they are more likely to engage in this behaviour.

To support the facts, research demonstrates that perceived behavioural control influences consumer behaviour in online buying situations significantly (Li et al., 2024). Similarly, Samsudin et al. (2022) discovered that perceived ease of use and perceived usefulness were significant predictors of online purchase behaviour among Generation Z customers. Therefore, it may be postulated that there is a substantial positive association between Generation Z's perceived behavioural control regarding the purchase of batik products and the efficacy of batik marketing methods created in Malaysia. Thus, hypothesis 3 is constructed based on this knowledge as:

H_3: Generation Z's perceived behavioural control has a positive relationship with the development of marketing strategy towards batik industry.

2.5 Product Characteristics and Marketing Development Strategy

Product characteristics can be defined as the ability of the goods to meet the needs and wants of consumers by offering the products in various characteristics and attributes (Retnawati, 2020). Moreover, the TPB suggests that a person's perception of a product's qualities can impact their attitudes and intentions toward that product. If Generation Z perceives batik products as distinctive, authentic, and of high quality in the context of marketing batik in Malaysia, they are more likely to have a favourable attitude towards the product and be more eager to acquire it.

Effective batik marketing strategies in Malaysia should consider how Generation Z perceive the product qualities of batik products. By emphasising the unique cultural and historical value of batik, its production process, and exceptional craftsmanship, batik marketers can significantly affect the perceptions of Generation Z regarding batik products. Besides, offering batik products into lifestyle products and contemporary fashion; tote bag, sun dress and pillowcase, effects the consumer's buying intention towards batik. According to Utami et al. (2022) the better the quality of the product, the more influencing the level of consumer purchasing decisions.

Study shows that perceived product qualities greatly influence consumer attitudes and behaviour (Aditya & Andayani, 2023). Wahed et al. (2022) discovered that product features, such as quality and design, significantly affected the purchase intent of Malaysian consumers towards batik products. Therefore, it is expected that there is a significant positive association between the

perceived product qualities of batik products and the efficacy of batik marketing tactics designed for Generation Z in Malaysia. Thus, hypothesis 4 is hypothesised as:

H_4: There is a positive relationship between batik product characteristics and the development of batik marketing strategies.

Given the literature, the research framework of this study is presented at Figure 1.
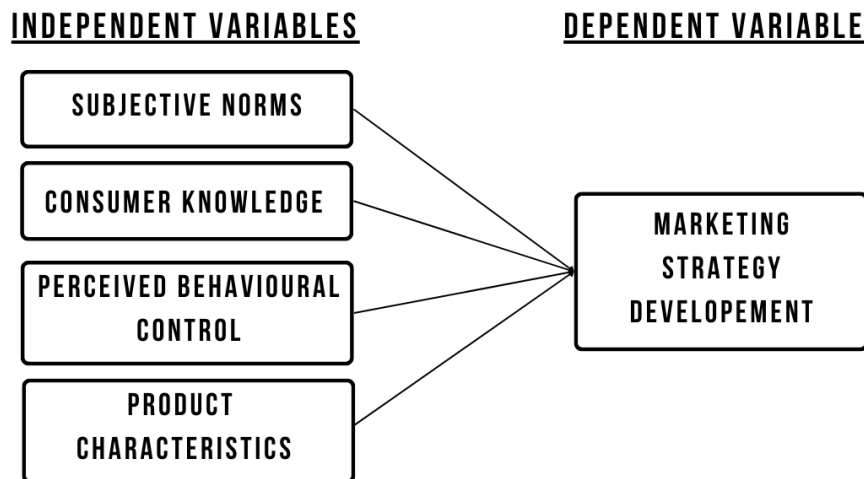

Figure 1. Research Framework

3. METHODOLOGY

3.1 Research Design

In this research paper, the researcher will acquire the data through quantitative method. Questionnaires have been distributed through Google Form, to collect 136 responses from Generation Z in this study. The data gained from the surveys have been analysed using Statistical Package for Social Sciences (SPSS) version 28.

3.2 Sampling Design

The cluster sampling method is used for this study, specifically targeting students from the International Business programme at Universiti Malaysia Perlis (UniMAP) within a specific age range of 19 to 27 years. The clusters are formed based on the students enrolled in the International Business programme at UniMAP. These clusters serve as representative subsets of the larger population of interest, which is the international business students at UniMAP within the specified age range. Once the clusters are selected, all the students within the selected clusters who fall within the age range of 19 to 27 years would be included as participants in the study. This ensures that the sample represents the specific target group of interest - students from the International Business programme at UniMAP within the specified age range. Generation Z, also known as the digital natives, is the cohort of individuals born between 1997 and 2012. They are the first generation to grow up in a completely digital world, with access to technology and the internet from a young age. This has had a profound impact on their behaviour and attitudes towards consumption, with a shift towards online shopping and a preference for experiences over material goods (Raman & Ramachandaran, 2023).

Cluster sampling has several advantages in terms of practicality and feasibility. It simplifies the sampling process by dividing the population into manageable clusters, which can be more easily accessed and contacted for data collection purposes. It also reduces costs and time associated with reaching out to individual participants scattered throughout the entire population. However,

it is important to note that cluster sampling also introduces a potential source of bias. Within each selected cluster, the students may share common characteristics or experiences that differ from students in other clusters. Therefore, it is important to consider this potential clustering effect when analysing the data and interpreting the findings.

As international business students, the Generation Z population at UniMAP is an important demographic to study because they are likely to be well-informed about global trends and market developments. Additionally, their unique experiences as both digital natives and international students bring a unique perspective to the study of their buying behaviour. In terms of the development of a marketing strategy for batik, it is important to understand the buying behaviour of this generation to tailor the marketing approach effectively. For example, they may have different preferences for the use of technology in marketing, such as social media and mobile apps, compared to older generations (Ho et al., 2024). Hence, the target population of Generation Z international business students at UniMAP, approximately from the age of 19 to 27 years old, was chosen for this study because of their relevance as the future of the consumer market and the unique perspective they bring as digital natives and international students. The aim of the study is to gain insights into their buying behaviour, which will inform the development of a more effective marketing strategy for batik.

In this study, the sample size of 136 students was determined using Morgan's table. The sample size was calculated based on the desired level of precision (± 5%) and the moderate level of variability among the students in the International Business programme (total of 210 students). This means that the results obtained from the 136 students selected will represent the entire population of 210 students with a margin of error of ± 5%. In this study, convenience sampling has been used to identify the buying behaviour of UniMAP International Business students towards batik marketing strategies. The reason for choosing this method is that it is easy to access the target population, as the students are readily available to participate in the study. This method is cost-effective, as the researcher will not have to go through the process of selecting a sample from the entire population.

Despite its ease of use and cost-effectiveness, convenience sampling has been criticised for its potential lack of representativeness. However, several studies have found that this method can be reliable when the sample is selected in a thoughtful and deliberate manner. For example, in a study on the buying behaviour of Generation Z towards batik marketing strategies, convenience sampling was used, and the results showed that this method was reliable for the purpose of the study (Tomas et al., 2023).

Besides, similar studies that have used convenience sampling include research on the buying behaviour of Generation Z towards marketing strategy development. For example, a study by Kadam et al. (2021) used convenience sampling to examine the impact of social media on the purchasing habits of Generation Z consumers. The study found that social media had a significant impact on the buying behaviour of this group and that they were more likely to make purchases based on recommendations from influencers and peers.

Therefore, convenience sampling is a reliable and effective method for identifying buying behaviour among Generation Z towards batik marketing strategies. This method was used in a similar study and found to be reliable, providing further evidence of its usefulness for this study. Despite its potential limitations, the ease of access and cost-effectiveness make it a desirable option for the researcher.

3.3 Instrumentation and Measurement

136 sets of survey questions are distributed to the target population using the Google Form platform in English language. The questions were distributed by providing the URL link of the Google Form, through the UniMAP community chat group Telegram, International Business's classes chat group on WhatsApp and Instagram. All these platforms are easily accessible for the

students since it is one click away, besides, a clean URL link makes the site looks more authoritative and reliable rather than a long, filled with weird characters URL which makes the links looks spammy. 5-points Likert Scale from the lowest for 'strongly disagree' until the highest for 'strongly agree' is used to measure the evaluate the participants' beliefs, attitudes, and intentions. The questionnaire for this study will be divided into 3 sections, which has taken the research objectives and hypotheses into account as can be seen in Table 1.

Table 1 Questionnaire Layout

Section	Item	Number of Questions
A	Demographic	4
B	Marketing Strategy Development	
	Subjective Norms	3
	Consumer Knowledge	3
	Perceived Behavioural Control	3
	Product Characteristics	5
C	Batik Buying Behaviour – STP Model	
	Targeting	4
	Positioning	4
	Total	**26**

In Section A of demographic, the questions included age, gender, ethnicity, and monthly allowance. The relevance of these items included are they can give information on the participants' cultural background, which may influence their beliefs, attitudes, and behaviours about batik items, as well as their financial resources, which may influence their purchase habits and intentions. Though even with just these 4 demographic questions, researchers may learn a great deal about the participants that may have a bearing on their values, attitudes, and actions. Further, this data may be used to account for any confounding factors in the research and verify that the sample is indeed representative of the target population.

In Section B of the marketing strategy development, the questions were constructed based on the hypotheses developed, by using the components from the TPB as main references. The components include subjective norms, consumer knowledge, perceived behavioural control and product characteristics. Each component is subjected to 3 to 5 questions each. Next, Section C contained of the questions of batik buying behaviour, is the results of the analysis based on STP Model where the questions are divided to 2 subsections: targeting and positioning.

Every question in the questionnaire were framed within Malaysian cultural context, which in a way is more relatable, and easily understood by the participants. In fact, these questions might have a familiar touch by including the context of family and friends, since those are the environments that plays an important role in the daily decision-making activities.

3.4 Data Analysis Method

In this study, frequency analysis has been used to determine the distribution of the data collected from the questionnaire. This provides information on the number of respondents who have answered in a particular category and help to identify the most frequent responses to each question. This valuable insights into the participants' views and opinions, can be used to make informed decisions on the development of batik marketing strategy.

Next, Pearson's correlation analysis helps to achieve the research objectives by identifying the relationships between the variables on the buying behaviour of Generation Z towards batik products. This information can be used to develop a marketing strategy that effectively targets the needs and preferences of this demographic group.

4. DATA ANALYSIS

4.1 Frequency Analysis

Response rate analysis refers to the assessment of the percentage of questionnaires or surveys that have been filled out and are deemed suitable for analysis, which have been returned by the participants involved in the study. In this case, the data provided indicates a response rate of 100%, as shown in Table 2. The total of the 136 distributed questionnaires were retrieved from the participants, indicating a complete response rate.

Table 2 Response Rate

Descriptions	Number of Response (%)
Number of questionnaires distributed	136
Number of questionnaires collected	136
Response rate	100%

Table 3 consisted of respondent with the same main characteristics, from the Generation Z. Based on the findings, majority of the respondents in the sample fall within the age range of 22 – 24, accounting of 61.0% (83 individuals) of the total sample. Followed by 22.8% of individuals who were aged 25 – 27 and finally 16.2% representing age group of 19 – 21. The reason age group of 22 – 24 scores the highest is likely due to the current third-year students completed their post-secondary education in 2019 and commenced their first year at UniMAP in 2020. Majority of individuals in the sample is female, accounting for 68.4% while the male population from the dataset is 31.6%.

Table 3 Respondent's Demographic Profile

Demographic	Category	Frequency	Percentage (%)
Age	19 – 21	22	16.2
	22 – 24	83	61
	25 – 27	31	22.8
Gender	Female	93	68.4
	Male	43	31.6
Ethnicity	Malay	100	73.5
	Chinese	16	11.8
	Indian	13	9.6
	Siamese	4	2.9
	Other Bumiputera	3	2.2
Monthly Allowance	Low (<RM2000)	54	39.7
	Moderate (RM2000 – RM4000)	65	47.8
	High (>RM4001)	17	12.5
	TOTAL	**136**	**100.00**

The majority race identified was Malay, accounting for 73.5% (100 individuals) of the total sample. Meanwhile, Chinese and Indian ethnicities represent 11.8% and 9.6% respectively. Other Bumiputera and Siamese ethnicities represent smaller proportions, with 2.2% and 2.9% respectively. In addition, as for the monthly allowance, the dataset shows that 65 students (47.8%) received RM 2001 – RM 4000 for monthly money pocket while they are studying in the university. The other 39.7% of the respondents received monthly allowance less than RM2000 and 12.5% of the respondents receive more than RM4001 monthly.

4.2 Pearson Correlation Analysis

The correlation matrix is a tool used to examine the pattern of relationships in the Pearson correlation coefficient. The purpose of this study is to assess the strength of the linear relationship between variables by ensuring that all variables are accounted for. Table 4 showed guidelines for interpreting the correlation coefficient when it is deemed statistically significant.

Table 4 Correlation Coefficient Matrix Significant

Coefficient Range	Strength of Association
0.91 - 1.00 / -1.00 ~ -0.91	Very Strong
0.71 - 0.90 / -0.90 ~ -0.71	High
0.41 - 0.70 / -0.70 ~ -0.41	Moderate
0.21 - 0.40 / -0.40 ~ -0.21	Small but define relationship
0.01 - 0.20 / -0.20 ~ -0.01	Slight, almost negligible

Source: Hair (2009).

As indicated in Table 5, there are 3 variables that have a high relationship with the dependent variable (marketing strategy development), ranging from 0.71 – 0.90, which are subjective norms (r=0.758), consumer knowledge (r=0.815), and perceived behavioural control (r=0.756). On the contrary, product characteristics (r=0.599) have moderate relationships with the marketing strategy development. The correlation coefficients between all variables are below 0.9. Therefore, there is no multicollinearity present in this dataset.

Table 5 Pearson Correlation Matrix

		Marketing Strategies Development
Subjective Norms	Pearson Correlation	0.758**
	Sig. (2-tailed)	0.000
	N	136
Consumer Knowledge	Pearson Correlation	0.815**
	Sig. (2-tailed)	0.000
	N	136
Perceived Behavioural Control	Pearson Correlation	0.756**
	Sig. (2-tailed)	0.000
	N	136
Product Characteristics	Pearson Correlation	0.599**
	Sig. (2-tailed)	0.000
	N	136

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient helps us choose the most suitable independent variables to pair with the dependent variable. When the correlation coefficient is high, it means that the accuracy is high and the relationship between the variables being correlated is strong.

Firstly, the correlation between subjective norms and marketing strategies development has a high and positive correlation with Pearson's r of 0.758**. This suggests that there is a significant relationship of subjective norms into having a positive relationship to develop an effective marketing strategy for batik industry. The correlation being statistically significant at the 0.01 level (2-tailed) further reinforces the relationship. Thus, implying that H_1: Generation Z's subjective norms have a positive relationship with the development of marketing strategy towards batik industry, is supported in this study.

Next, the correlation coefficient of 0.815** indicates a high and positive correlation between consumer knowledge and marketing strategies development. This result suggests that there is a significant relationship between the respondent's level in batik knowledge and how it can be related positively with the development of batik marketing strategy. The statistically significant correlation at the 0.01 level (two-tailed) provides additional support for the relationship. Hence, the second hypothesis, H_2: Generation Z's consumer knowledge has a positive relationship with the development of marketing strategy towards batik industry, is supported by this result.

In addition, Pearson's, r results which tests the relationship between perceived behavioural control and marketing strategy development, is 0.756**. The values indicate a high and positive correlation between respondent's perceived behavioural control and marketing strategy development. The positive correlation suggests that a favourable marketing strategy among batik entrepreneurs may be associated with higher levels of perceived behavioural control among respondents, thus this statement indicated that the third hypothesis, H_3: Generation Z's perceived behavioural control has a positive relationship with the development of marketing strategy towards batik industry, is supported in this study. The correlation being statistically significant at the 0.01 level (2-tailed) further strengthen the statement.

Finally, the only variable that scores a moderate range of coefficient correlation with the score of 0.599**, is product characteristics. The score indicates a moderate and positive correlation between product characteristics and it is significantly related to marketing strategy development towards batik industry. The statistically significant correlation at the 0.01 level (2-tailed) strengthens the evidence supporting the relationship. This positive correlation suggests that a positive perception of the product characteristic among the respondent can help batik entrepreneur in developing an effective marketing strategy. Thus, the above results explanation supported the fourth hypothesis H_4: There is a positive relationship between batik product characteristics and the development of batik marketing strategies.

Details of the supported hypotheses are presented in Table 6.

Table 6 Hypotheses Summary based on Pearson's Correlation Analysis

Hypotheses	Results (r)	Remarks
H_1: Generation Z's subjective norms have a positive relationship with the development of marketing strategy towards batik industry	0.758	Supported
H_2: Generation Z's consumer knowledge has a positive relationship with the development of marketing strategy towards batik industry	0.815	Supported
H_3: Generation Z's perceived behavioural control has a positive relationship with the development of marketing strategy towards batik industry.	0.756	Supported
H_4: There is a positive relationship between batik product characteristics and the development of batik marketing strategies.	0.599	Supported

5. DISCUSSIONS AND IMPLICATIONS

5.1 Discussions

First, as presented in Table 5, the correlation between subjective norms and marketing strategies development has a high and positive correlation with Pearson's r of 0.758**. This showed that the respondent has reacted positively to how influential people affected their batik buying intention. That being said, it is recommended for the batik entrepreneur to hire a brand ambassador, be it local celebrity or influencer, as an advertising marketing strategy. In contemporary times, advertising has emerged as the most effective medium for companies to communicate product-related details to their target audience. In marketing, words and images are frequently utilised to showcase a product and capture the interest of potential buyers. Out of all the ways to promote a product, business owners tend to use celebrity endorsements the most. Entrepreneurs utilise celebrity endorsement as a marketing strategy to enhance the motivation of consumers to make purchases. Celebrity endorsements can influence consumers to buy products and impact how consumers perceive the product. According to Wang et al. (2021), it was found that celebrity endorsements, advertising appeal, and advertising effect have a significant and positive impact on consumers' intentions to buy. In addition, the way an advertisement is presented and the impact it has on people's desire to buy a product partially explains the connection between using famous people to endorse a product and people's intention to buy it.

Second, as presented in Table 5, the correlation coefficient of 0.815** indicates a high and positive correlation between consumer knowledge and marketing strategies development. According to the analysis conducted on these variables (consumer knowledge, marketing strategies development), it showed that consumers have a good grasp of batik products, including their design, quality, cultural significance, and uniqueness. This information serves as a basis for creating successful marketing plans and developing new products. Utilising a knowledge-based strategy allows marketers to customise their marketing messages and promotional endeavours to align with the current knowledge and preferences of consumers. Marketers can create interesting stories and highlight the special features of batik products that are likely to attract consumers by knowing what consumers already know about batik and what they expect. The understanding that consumers possess can be an asset in generating new and innovative products. When consumers have a good understanding of batik, they can give useful opinions and comments about what they like, new styles that are becoming popular, and ways to make it better. This understanding can help create new and creative batik patterns, fabrics, and ways of making them, making sure that the items stay interesting and attractive to the intended audience. If marketers show that they know a lot about batik and why it's important to the culture, people are more likely to think that the brand is real and can be trusted. This can have a favourable impact on their buying choices and enhance their allegiance towards batik merchandise. In summary, the study highlights the significance of using consumer knowledge in batik marketing and product development to enhance innovativeness. To improve their position in the market, batik entrepreneurs can use consumers' knowledge, ideas for product innovation, and a knowledge-based approach to build trust. This will help them attract more customers and achieve long-term growth in the industry. Thus, it can be said that a knowledge-based approach is effective for marketing strategies and product innovativeness development (Liu & Dong, 2021).

Third, as presented in Table 5, Pearson's correlation (r) results which tests the relationship between perceived behavioural control and marketing strategy development, is 0.756**. This result is significantly proven by Chou et al. (2020), where the theory suggests that individuals with higher self-efficacy are more likely to engage in behaviours, persevere in the face of challenges, and achieve success. Drawing from Ajzen theory, it can be inferred that Generation Z individuals with higher perceived behavioural control are more likely to exhibit proactive behaviours and contribute actively to the development of batik marketing strategies. They may possess the belief in their abilities to understand consumer preferences, identify effective promotional channels, and create compelling marketing messages to attract their target market. This heightened sense of control can lead to increased motivation and commitment, ultimately enhancing the overall effectiveness of marketing efforts.

Fourth, as presented in Table 5, a moderate range of coefficient correlation with the score of 0.599**, is obtained between product characteristics and marketing strategies development. This indicates a statistically significant relationship at the 0.01 level, suggesting that as product characteristics improve or change, there is a corresponding moderate positive relationship with the development of effective marketing strategies. The moderate correlation between product characteristics and marketing strategy development underscores the significant influence that product features have on marketing effectiveness. By focusing on improving product attributes and aligning them with consumer expectations, businesses can develop more impactful marketing strategies that drive engagement and sales. This finding encourages a holistic approach where product development and marketing are closely integrated to achieve optimal business outcomes.

5.1 Implications

The findings of this study have theoretical implications for the TPB and its application in understanding Batik buying behaviour among Generation Z students at UniMAP. By constructing

a conceptual framework based on TPB, this study contributes to the existing body of literature by applying this theory to a new context with a distinct set of demographics and study field. While previous research has utilised similar frameworks based on TPB in different contexts (provide real examples), this study extends the application of TPB by examining batik buying behaviour specifically among Generation Z students at UniMAP. This unique demographic, characterised by their distinct preferences, attitudes, and behaviours, provides an opportunity to explore the applicability of TPB within this specific group.

By focusing on the development of batik marketing strategies for batik entrepreneurs, this study enhances the understanding of how TPB can guide the formulation of effective marketing strategies in the batik industry. The identification of factors influencing batik buying behaviour, such as subjective norms, consumer knowledge, perceived behavioural control, and product characteristics, adds valuable insights to the existing literature.

This study highlights the importance of considering the influence of demographic factors, such as Generation Z and university students from UniMAP, in shaping batik buying behaviour. By examining the unique characteristics and preferences of this specific group, the study provides a foundation for tailoring marketing strategies to effectively target Generation Z consumers in the batik market.

Overall, the theoretical implications of this study contribute to the advancement of TPB and its application in understanding batik buying behaviour and developing marketing strategies. The findings highlight the relevance and effectiveness of TPB in a new context while offering insights into the specific factors that influence the batik buying behaviour of Generation Z students at UniMAP.

6. CONCLUSION

The objective of this study is to identify the relationship between several variables (subjective norms, consumer knowledge, perceived behavioural control, and product characteristics) of batik buying behaviour among the young adults in Malaysia towards the marketing strategy development. By conducting an analysis to find out the correlation between the variables, using Pearson correlation test, shown that every independent variable has a high to moderate relationship with the dependent variable, marketing strategy development.

This study explores the intricate relationships between various factors—subjective norms, consumer knowledge, perceived behavioural control, and product characteristics—and their impact on marketing strategy development in the batik industry. The findings reveal significant positive correlations for all examined variables, emphasising their importance in shaping effective marketing strategies. The high correlation between subjective norms and marketing strategy development highlights the influential role of social factors and celebrity endorsements in shaping consumer intentions. By leveraging celebrity endorsements and influencer partnerships, batik entrepreneurs can significantly enhance their marketing effectiveness, as consumers are heavily influenced by the opinions and endorsements of those they admire and trust.

Moreover, the study underscores the critical role of consumer knowledge and perceived behavioural control in the development of marketing strategies. The high correlation between consumer knowledge and marketing strategy development indicates that a deep understanding of batik products among consumers can be a valuable asset. This knowledge allows marketers to tailor their strategies to align with consumer expectations and cultural significance, fostering innovation and trust. Additionally, the strong relationship between perceived behavioural control and marketing strategies suggests that empowering Generation Z with the confidence and tools

to engage in marketing efforts can significantly enhance their motivation and commitment, leading to more effective marketing outcomes.

Finally, the moderate correlation between product characteristics and marketing strategy development emphasises the need for continuous product innovation and alignment with consumer preferences. By integrating these insights, batik entrepreneurs can develop holistic marketing strategies that not only drive engagement and sales but also ensure long-term growth and sustainability in the industry.

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