



Breaking Down Consumer Preferences: What Drives the Millennial Generation's Choices in Batik Clothing?

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Abstract. This study aimed to identify the key attributes that influence millennial consumers' preferences in selecting batik clothing. The study was conducted in Sleman, Yogyakarta, and involved 100 respondents between the ages of 18–25. The research was conducted in three stages, including focus group discussions to identify the attributes considered by consumers, determination of attributes through the Cochran test with 30 respondents, and a questionnaire to determine consumer preferences among the 100 respondents. The results of the study found that there are 12 essential attributes that drive consumer preferences when selecting batik clothing. These include batik style, durability, uniqueness, type of batik, batik color, brand, company reputation, batik quality, color variations, product variations, and price. Additionally, there were differences in preference among men and women for the attributes of durability, type of batik, and quality of batik. These findings provide valuable insights for batik entrepreneurs to produce batik clothing that caters to the preferences of consumers.

Keywords: millennial generation · consumer preferences · attributes · batik clothing · Indonesia

1 Introduction

The Covid-19 pandemic that has been going on so far has had an impact on consumer behavior. One of the changes in millennial consumer behavior is the use of digital platforms that are increasingly popular. The use of digital platforms is not only enjoyed by millennials but also generations above. This happens because digital platforms provide convenience, value, and have earned consumers' trust during social distancing [1]. Media consumption has increased during the pandemic as the majority of people are confined to their homes. The pandemic has made every generation whether GenX, Millennials or GenZ have to rely on their smartphones and laptops to stay informed about the development and spread of the virus and distract them [1]. Consumers are starting to adopt a frugal lifestyle by spending their income only to buy things they really need according to their preferences.

In the post-covid-19 pandemic, consumer habits in prioritizing product purchases continue. Consumers are used to considering buying products that are really needed.

Consumers consider the price and product attributes [2]. Therefore, marketers need to understand the dynamics of the consumer decision-making process [3]. Based on progressive theory, it is known that consumers buy a product in the hope of seeking benefits from the product and adding value to their lives [4]. Shopping methods, preferences, and determinants of shopping behavior are constantly changing [5]. Consumers are very concerned about what they put in their shopping cart when shopping [6].

One of the products that consumers consider buying in the post-covid-19 pandemic is batik clothing. Batik is one of Indonesia's cultural heritage. SMEs in Indonesia that produce batik are experiencing a slump during the pandemic. By understanding the preferences of batik consumers, especially among the millennial generation, it is hoped that marketing strategies can be adapted to market demand. A very important determinant of the impact on consumer behavior is consumer preferences [7]. However, Kotler and Armstrong [8] stated that preferences and purchase intentions do not always result in actual purchases. Therefore, a study is needed to close the research gap regarding consumer preferences that affect consumer behavior. The objectives of this study are as follows: (a) to determine the characteristics of batik consumers (millennial generation) in Sleman Regency; (b) to find out the batik attributes that are consumer preferences among the millennial generation in Sleman district, Yogyakarta, Indonesia.

2 Literature Review

The superiority of batik quality and competitive prices are the main keys in providing higher satisfaction to consumers. Marketers need to understand well the preferences of consumers in order to provide optimal satisfaction. Preference is a person's desire to choose something that can be measured by a scale of needs from the desired product bundle, which means that every consumer has the right to evaluate the goods or services they want to buy by determining product ratings [9]. Preference is a person's choice or interest in choosing a product, both goods and services [10]. According to Kotler and Keller [11], there is a buying process that affects consumer preferences, including:

- a). problem recognition when consumers determine what problems may be triggered by internal or external stimuli;
- b). description of general needs and product specifications on characteristics that can meet consumer needs.
- c). supplier search is the process of identifying which suppliers are right and can meet the needs.

The competitive advantage of a product is an advantage or differentiator compared to competitors' offerings [12, 13] which serves to increase customer satisfaction. To get a product advantage, marketers need to understand what kind of product from the consumer's point of view. Product uniqueness is the main key that distinguishes the company's products from competitors' products. The uniqueness of the product comes from the management of consumer knowledge which is an important attribute [14]. Companies are looking for information to consumers because companies need more intellectual input and multinational cultural input so that batik becomes an identity

product. The uniqueness of the product is an added value that makes the product different from competitors [15]. The element of product excellence is the uniqueness, value, and benefits offered by a company when viewed from the customer's point of view, based on an understanding of the brand's needs and desires [13, 15, 16]. Therefore, product attributes and preferences can be used as attributes of excellence so that they can be made into the uniqueness of the product.

The development of batik products requires creativity in creating patterns, motifs, and batik designs that attract consumers. Creativity is a solution to create better batik designs in order to evoke a sense of pleasure [17]. Designers or creative makers must have four main qualities [17] namely 1) the ability to identify new problems rather than relying on others to define them; 2) the ability to transfer knowledge in various contexts depending on the situation and needs; 3) belief in learning as an incremental process, where repeated efforts will eventually lead to success; and 4) the capacity to focus on the pursuit of goals. By knowing the reasons consumers buy batik, batik producers must have an awareness of the importance of marketing strategies by knowing the reasons consumers buy batik including the quality of batik products and brand image.

3 Method

This type of research is a mix method by combining qualitative and quantitative methods. The study was initiated by conducting a focus group discussion to capture potential attributes that batik consumers consider in choosing batik. Focus group discussion (FGD) involved 16 batik buyers who were divided into 2 groups. Furthermore, the results of the FGD were used to compile a first-stage questionnaire containing the prospective attributes that were considered in choosing batik. Questionnaires were distributed to 30 respondents and the results were tested using the Cochran test. Cochran's analysis produces attributes that consumers really consider in buying batik. Furthermore, the attributes of the Cochran test results were used to compile the second phase of the questionnaire. The second stage of the questionnaire was distributed to 100 batik consumers to find out the desired batik preferences. The side technique used is purposive sampling with the criteria that the respondents have bought and used batik clothes, aged 18–25 years.

4 Result and Discussion

4.1 Result

The results of this study can be explained based on 3 stages as follows:

In the first stage, FGD found potential attributes that consumers consider in choosing batik, including: (1) Batik pattern; (2) Durability; (3) Uniqueness; (4) Durability; (5) Types of batik; (6) Batik color; (7) Brand; (8) Company Reputation; (9) Quality of batik; (10) Color variations; (11) Product variety; and (12) Price. The second stage, Cochran test results involving all prospective attributes as generated in the FGD resulted in a p -value < 0.05 so that it can be stated that all attributes are considered by consumers in choosing products. There is no attribute that is not considered by consumers in choosing

Table 1. Characteristics of Respondents (n = 100)

| Characteristics | | Percentage (%) |
|--------------------|---------------------|----------------|
| Gender | Male | 37 |
| | Female | 63 |
| Frequency Purchase | Seldom | 1 |
| | Sometimes | 88 |
| | Often | 11 |
| Frequency Usage | Daily | 15 |
| | Program semi-formal | 63 |
| | Formal events | 22 |

batik. The third stage, the results of the answers of 100 respondents used to determine preferences for batik selection.

Based on Table 1, it is known that most of the respondents are female (63%). The majority of the frequency of buying is occasional (88%) and the majority of the frequency of wearing batik is for semi-formal events (63%).

Table 2 shows batik preferences by gender and Table 3 shows consumer preferences for each attribute.

4.2 Discussion

Product Preference

The results (Table 2 and Table 3) showed that most of the respondents liked the modern batik style that added creations to traditional batik. Nevertheless, traditional batik with a distinctive patron still has quite a lot of enthusiasts. The durability of batik products is not a priority. This shows that consumers prefer other factors so that they can have a different appearance in each activity. The preferred batik motifs are general motifs, not unique motifs. This shows that batik which has a general motif is widely known so that it is more attractive to consumers. Aspects of the durability of batik, most respondents like batik that can last >5 years. Meanwhile, respondents can still receive batik that can last 3–5 years.

Consumers have almost the same preferences for types of stamped, written, and combination batik. This shows that each type of batik has its own market which is relatively the same in size. Consumers prefer soft colors compared to flashy batik colors. Consumers don't mind brands that are not well-known, meaning that consumers prefer to choose batik that is not well-known. This can be caused because the brand is not visible on the clothes. Likewise, consumers choose companies that are less reputable. This shows that consumers do not favor companies with high reputation.

Consumers prefer good quality products, next in a row are special and ordinary quality batik. Regarding color combinations, consumers prefer batik with color combinations compared to batik with less varied colors. Likewise with product variations, consumers

Table 2. Batik Preference Based on Gender (n = 100)

| Characteristics Product | | Male (%) | Female (%) | Total (%) |
|-------------------------|-------------------------------|----------|------------|-----------|
| Batik pattern | Traditional (standard) | 16 | 11 | 27 |
| | Modern (creation) | 21 | 52 | 73 |
| Durability | Durable priority | 3 | 15 | 18 |
| | Durable no priority | 34 | 48 | 82 |
| Uniqueness | Unique motifs | 8 | 3 | 11 |
| | General motive | 29 | 60 | 89 |
| Power stand | <3 years | 5 | 23 | 9 |
| | 3–5 years | 23 | 21 | 44 |
| | >5 years | 9 | 44 | 47 |
| Types of batik | Stamp | 14 | 20 | 34 |
| | Write | 9 | 23 | 34 |
| | Painting/combination | 14 | 20 | 32 |
| Batik color | Flashy | 2 | 2 | 4 |
| | Gentle | 31 | 48 | 79 |
| | Combination gentle and bright | 4 | 13 | 17 |
| Brand | Must brand famous | 21 | 16 | 37 |
| | Not need brand famous | 43 | 20 | 63 |
| Company Reputation | Not must reputable | 24 | 49 | 73 |
| | Reputable company | 13 | 14 | 27 |
| Batik quality | Normal just | 3 | 0 | 3 |
| | Good | 17 | 38 | 55 |
| | Special | 17 | 25 | 42 |
| Variation color | Color no need varied | 13 | 16 | 19 |
| | Color need varied | 24 | 47 | 71 |
| Variation product | Not need many choice | 7 | 10 | 17 |
| | Need many choice | 30 | 53 | 83 |
| Desired price | <150 thousand | 9 | 9 | 18 |
| | 150–300 thousand | 23 | 52 | 75 |
| | >300 thousand | 5 | 2 | 7 |

Table 3. Attribute Preferences

| Attribute | Preference |
|--------------------|-----------------------|
| Batik pattern | Modern (creation) |
| Durability | Durable no priority |
| Uniqueness | General motive |
| Power stand | >5 years |
| Types of batik | Stamp/write |
| Batik color | Gentle |
| Brand | Not need brand famous |
| Company Reputation | Not must reputable |
| Batik quality | Good |
| Variation color | Color need varied |
| Variation product | Need many choice |
| Desired price | 150–300 thousand |

like batik shops that provide varied products so that they have many choices. The price most desired by consumers ranges from 150–300 thousand rupiah.

Choice of Batik Based on Gender

Gender is one of the variables that determine fashion choices. Based on Table 2, it can be seen that men and women have some similarities and differences in choosing batik attributes. Men and women have similarities in choosing batik patterns, namely modern or creative patterns. Men and women agree that product durability is not a priority in choosing batik. Men and women also choose a general patterned batik. Women prefer batik that can last up to >5 years, while men simply choose batik that can last 3–5 years. Men prefer stamped batik or a combination, while women prefer written batik. Written batik generally has a more expensive price so it has different associations. Men and women choose soft batik colors as opposed to flashy colors. Men and women choose batik from lesser-known brands and companies. Good quality is preferred for both male and female consumers. Men and women choose a variety of colors and products. The expected price of batik for men and women is around 150–300 thousand rupiah.

Managerial Implications

Batik entrepreneurs need to consider the results of this study. First, managers must understand the attributes that consumers consider before producing batik in order to get a positive response from consumers. Entrepreneurs need to focus on attributes that consumers really consider. Second, managers need to understand the characteristics of men and women so that they are more precise in producing batik for men and women. The results of this study indicate several different attribute preferences between men and women. Errors in designing batik can lead to inefficiency and greater working capital.

5 Conclusions

The results of this study found the attributes that consumers really consider in choosing batik, namely: batik style, durability, uniqueness, durability, type of batik, batik color, brand, company reputation, batik quality, color variation, product variety, and price. Men and women have differences in choosing the attributes of durability, type of batik, and quality of batik. Batik business managers need to pay attention to the attributes of batik before producing and marketing their products to consumers.

Acknowledgements. The authors would like to thank the Indonesian Ministry of Education, Culture, Research and Technology for funding this research. The authors also thank to Universitas Pembangunan Nasional Veteran Yogyakarta for supporting this research to completion.

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