

The Role of Advertisements towards Batik Purchasing Behaviour

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Abstract: *The growth of the batik industry in Malaysia is affected by fierce competition and less exposure of society to traditional handicrafts, especially the younger generation. Consumer buying behaviour is significantly influenced by advertising. Hence, this study was to identify the relationship between batik buying behaviour with three advertisement elements which are celebrity endorsement, advertisement attractiveness and emotional advertisement. The survey data was collected from 390 public university students. The statistical techniques utilized in this study include descriptive analysis, reliability test, correlation analysis, and regression analysis. The findings indicate that all the independent variables have a positive relationship with buying behaviour. It will help batik entrepreneurs in developing effective advertising strategies by taking into consideration the advertisement elements examined in this study, especially the advertisement attractiveness.*

Keywords: consumer buying behaviour, advertisement, celebrity endorsement, advertisement attractiveness, emotional advertisement

1. Introduction

Batik is considered a Malaysia's historical tradition and one of the most popular traditional handcraft products. It symbolizes Malaysia's ethnic heritage (Rosman, 2021). Samsudin et al. (2022) state that the batik business has contributed to the Malaysian economy by creating commercial and job opportunities while encouraging the tourism industry. Batik manufacturing has developed from small-scale enterprises into a profitable cottage industry and one of the significant business markets in Malaysia. Batik usually relates to decorative textiles with a wide range of colours and patterns. Waldek (2020) mention that batik is defined as a traditional fabric-dyeing method of drawing tiny patterns or dots on the textile's surface using wax to decorate a batik design.

According to the Minister of Tourism, Arts, and Culture Malaysia, Dato' Sri Nancy Binti Shukri, the number of batik entrepreneurs climbed to 775 on October 31, 2021, indicating that the traditional handcraft business is still growing and prospering in Malaysia. From 2016 to 2020, registered handcraft enterprises in the country successfully generated RM 6.7 million in batik exports. Nevertheless, this amount dropped to RM 289,000 on October 31, 2021. This comparatively low batik exports resulted from the outbreak of the disease, which also impacted

the growth of the global economy. This data obtained shows that batik entrepreneurs in Malaysia face the challenge of sales decrease.

2. Problem Statement

To maintain a competitive edge, in-depth knowledge of issues relating to consumer buying behaviour in the batik industry has become crucial. Sharma (2018) pointed out that consumer behaviour generally refers to how people buy, use, and reject products. Marketers place a high value on determining consumer behaviour because it guides on how to build products and create marketing campaigns that match the interests and preferences of the target market. Saravanakumar (2021) states that individuals' behaviour is different from each other based on their own motives. Hence, advertisers must identify the factors that influence customer behaviour before creating any commercial advertising.

Although Malaysia is not the only country that creates batik, its unique design differentiates it from the types of batik from other countries. In recent years, society in Malaysia was less exposed to traditional handicrafts such as batik thus causing sales of batik products to decrease. Naser and Khairi (2020) claimed that many individuals had difficulty identifying Malaysian batik design elements due to a lack of exposure and understanding. Despite Malaysian batik being developed in this country since the early twentieth century, it is surprising that this phenomenon still exists in Malaysia (Mokhtar, 2020).

Malaysia's batik industry has also been impacted by the fierce industry competition issues which are increasing competition from other countries and local manufacturers (Samsudin et al., 2022). Other than the competitors from China and Indonesia, the batik entrepreneurs in Malaysia needs also to compete with the modern manufacturer that produces more fashionable and profitable machine-printed fabrics in the marketplace. Due to the fierce industry competition, the batik entrepreneurs had to boost their business competitiveness and secure a greater edge. Hence, they must increase brand awareness among consumers to gain a competitive advantage.

3. Theoretical Overview

Consumer Buying Behaviour

Consumer decision-making behaviour refers to the complete procedure by which customers create demand and make final purchasing decisions (Han, 2021). Marketers may be more effective in marketing their goods or services when they are great at understanding customer behaviour as it relates to the consumer's purchasing decision process. The typical consumer decision-making model consists of five processes completed by consumers before making a purchase. Omar and Atteya (2020) mentioned that a seller must be aware of the processes to properly introduce their product or services, interact with target consumers, and complete the transaction. There are five stages of the customer buying decision process which include problem identification, information search, alternative evaluation, buying decision, and post-purchase behaviour (Qazzafi, 2019). Figure 1 explains on the steps of consumer buying decision process.

Celebrity Endorsement

Rachbini (2018) explained that celebrity endorsers are defined as popular celebrities who utilise their public recognition to promote products or services. Celebrities include but are not limited to musicians, actors, athletes, influencers, and politicians. The influence of these celebrities in the marketing and promotion of the brands that we have in the twenty-first century has become more significant (Ahmad et al., 2019). Ramadhani and Insani (2023) claim that celebrity

endorsement in advertising may be advantageous for a business as it will foster a positive brand image and affect consumers' intention to make purchases. Since some celebrities are admired by the public due to their charismatic personalities, trustworthiness, credibility and appeal, many businesses will consider using celebrity endorsement in advertisements as their marketing strategy. Adam and Hussain (2017) reveal that celebrity-endorsed products will become more attractive and make the buyer feel that they would gain some status in society.

Advertisement Attractiveness

According to Cristimonica and Setiawan (2022), advertising appeals are the messages that may be delivered in a variety of methods, including through the utilization of product visuals and music to further animate the message, as well as scientific proof of a product's superiority. When an advertisement is attractive as well, it may increase consumers' interest in the advertised goods. The indicators of advertisement attractiveness include interest when watching an advertisement, advertising uniqueness, informative advertising, and desire to buy the displayed product (Amandeep et al., 2017). Tang and Chan (2017) cited by Utama et al. (2021) found a significant effect of advertising on consumer buying decision-making. Customers are more affected by great advertising implying a positive relationship between advertising and purchase decisions. Advertisement attractiveness has been shown that significantly contributes to advertisement effectiveness and purchase intention.

Emotional Advertisement

Balan et al. (2020) cited by Vrtana. et al. (2020) mentioned that emotions are defined as conditions that consist of conscious mental reactions to events or situations. It is correlated with a variety of physiological, behavioural, and cognitive changes. It may be argued that emotions can affect changes in purchasing behaviour. Previous research conducted by Kranzbler et al. (2020) claimed that emotions are evaluative patterns that will affect consumer behaviour and have a significant role in influencing a person's purchase decisions. To establish a brand and symbolic image for the product in the market, emotional appeal will be used in advertising. This style of advertising will assist in creating a lasting impression on the consumer's mind (Kwajaffa and Pembi, 2020). A research study by Dulin (2016) found that the emotional appeal of advertising has been proven that will be the top source of information in affecting consumer buying decisions.

4. Methodology

A survey is defined as a data collection method in which a large number of respondents are required to respond to complete the same questionnaire set. The main goal of a survey is to provide an insightful research response that will be appealing to a larger target audience (Story and Tait, 2019). In this study, a questionnaire regarding the different types of advertisements impacted on batik-buying behaviour has been distributed to university students in Malaysia to collect statistics and relevant information. The survey was conducted online and completed by university students who live in Malaysia. The survey link was shared on the most-used sites, which were Facebook, WhatsApp, and Telegram. Based on the social media statistics gathered by Howe (2023), 89.3% of Malaysians were using WhatsApp, while the users of Facebook and Telegram were 84.8% and 62.2% of the total population in Malaysia respectively.

5. Results

Table 1 shows the ANOVA table that is used to indicate the degree of significance of the dependent variable. The total regression model has been considered statistically significant to

predict the output variable based on the result mentioned above, which reflects an F-value of 112.174 and a P-value of less than 0.001 at a 95% significance level. There is a significant correlation between all the independent variables and the dependent variable since the P-value was less than 0.05.

Table 1: Multiple Regression Analysis (ANOVA Table)

ANOVA Table						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94.274	3	31.425	112.174	<0.001
	Residual	108.136	386	0.280		
	Total	202.410	389			

Table 2 illustrates the result of B-coefficients for each independent variable. Based on the table, the results of B-coefficients for celebrity endorsement, on average 19.6% explain the buying behaviour, while 43.8% of the attractive advertisement variable and 20.2% of the emotional advertisement variable explains the buying behaviour. The values of Sig. of three independent variables are less than 0.05, hence it is considered statistically significant.

Table 2: Multiple Regression Analysis (Coefficients Table)

Coefficients Table						
Model		Unstandardized B	Coefficient Standard Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	0.682	0.188		3.632	<0.001
	Celebrity Endorsement	0.196	0.039	0.227	4.970	<0.001
	Attractive Ads	0.438	0.051	0.395	8.576	<0.001
	Emotional Ads	0.202	0.050	0.197	4.010	<0.001

As presented in the table above, the standardized coefficient beta (β) of celebrity endorsement is 0.227, this implies that the result is found to be significant and supports the first hypothesis (H1) which is *“There is a significant relationship between celebrity endorsement in advertisements and batik buying behaviour among students in Malaysia.”*

Besides, the standardized coefficient beta (β) of attractive advertisement is 0.395, this implies that the result is found to be significant and supports the second hypothesis (H2) which is *“There is a significant relationship between advertisement attractiveness and batik buying behaviour among students in Malaysia.”* This variable has a strong relationship with buying behaviour since it obtains the highest standardized coefficient beta among the three independent variables.

Additionally, the standardized coefficient beta (β) of emotional advertisement is 0.197, this implies that the result is found to significantly influence buying behaviour and supports the third hypothesis (H3) which is *“There is a significant relationship between emotional advertisements and batik buying behaviour among students in Malaysia.”*

6. Conclusion

The objective of this study is to identify whether celebrity endorsement, advertisement attractiveness and emotional advertisement will affect batik buying behaviour among students in Malaysia. Batik entrepreneurs need to predict how the advertisements influence their buying

behaviour. A better understanding of buying behaviour will enable batik entrepreneurs in establishing the most suitable advertising strategy(s) to ensure their attractive and sustainable business thus encourage students and related age to buy their products. Therefore, this research would determine the relationship between different advertisements and buying behaviour among students in Malaysia. The findings of this study show that advertisement attractiveness has a higher impact on batik buying behaviour while celebrity endorsement and emotional advertisement have a less impact on buying behaviour compared to advertisement attractiveness.

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