CULTURAL PRODUCT BRANDING, ANTECEDENTS, AND ITS IMPLICATIONS: A STUDY ON THE CONTEXT OF INDONESIAN BATIK

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Abstract

This study examines the driving factors for forming positive customer attitudes towards Batik clothing as a cultural product brand and its implications for intention to use. This study will emphasize the symbolic aspect as a driving factor for attitudes. The symbolic aspects are ethnocentrism, product authenticity, and self-image congruence. The study was conducted with a descriptive research design, cross-sectional with data derived from a sample of adolescents in JABODETABEK. The sample was selected using the convenience sampling technique. Data is collected through online surveys. Data analysis and hypothesis testing were carried out quantitatively using the Structural Equation Model approach. The results of the analysis of this study indicate that ethnocentrism, Product authenticity, and self-image congruence positively impact the formation of young people's attitudes towards Batik, with product authenticity occupying the most dominant ranks. On the implication side, this research also indicates that a positive attitude towards Batik will increase the desire of the younger generation to continue using Batik in the future.

Keywords: *ethnocentrism, product authenticity, self-image congruence, attitude toward the brand, Batik.*

INTRODUCTION

Today the fashion industry is one of the most significant contributors to Indonesia's creative economy sector. The fashion industry contributes 2% of Indonesia's Gross Domestic Product (GDP), while the creative economy sector as a whole contributes 7% of Indonesia's GDP (Herman, 2014). One specific part of the Indonesian fashion industry is the Batik Industry as a cultural heritage of the Indonesian nation. The batik and weaving industries alone contribute 20% of Indonesia's garment exports (Ariyanti, 2014). In 2009 Batik was officially recognized as a cultural heritage of Indonesia through UNESCO.

In line with the support of the government and various parties to preserve and increase the use of Batik, nowadays, Batik is increasingly being used in various activities, both formal and non-formal. One of the exciting things to be explored further is how the attitudes and behavior of teenagers towards Batik fashion products as the next generation will preserve Batik in the future. What may be an obstacle to increasing the adoption of Batik among adolescents is the perception that Batik is only suitable for use at formal events or that Batik is seen as classic and only suitable for older people.

In order to further encourage the level of use of Batik, it is necessary first to examine the aspects which are likely to increase the positive attitude of adolescents towards Batik. A positive attitude towards a product or service is an essential aspect of increasing the adoption or use of that product or service (Mazodier & Merunka, 2014; Spears & Singh, 2004; Wang, Yu, & Wei, 2012). The review in this study is carried out from a marketing point of view. In this case, Batik is seen as befitting a product that needs to be branding, namely building and managing its name or brand to be accepted and thriving in the market (Kotler & Armstrong, 2012).

Up to this point, one thing illustrated is the importance of forming a positive attitude among a specific target market, in this case teenagers, towards Batik clothing to encourage the intention to adopt or use these cultural products more intensively. The question that arises then is what aspects are likely to encourage forming this positive attitude and what concrete steps can be implemented. Therefore, the first step that can be taken to answer this question is to explore the marketing literature on relevant aspects that can be used as an alternative to forming positive attitudes towards cultural products, in this case, batik clothing.

More specifically, this study seeks to contribute four research objectives. It is first identifying the aspects forming positive attitudes among adolescents towards Batik clothing as a cultural product. Second, it empirically proves the role of the aspects that have been identified in the formation of positive attitudes towards Batik clothing. Third, to prove empirically the positive implications of attitudes towards the intention to use Batik clothing. Fourth, formulating alternative concrete steps in order to improve the driving aspects of a positive attitude towards Batik clothing

LITERATURE REVIEW

The consumption process can be classified into two categories, namely utilitarian and hedonic. The utilitarian consumption process focuses on using the cognitive domain of consumers, which focuses on rational consideration of product benefits. In contrast, the hedonic consumption process focuses on consumers' sensory and affective shutter with considerations on the aesthetic, taste, symbolic meaning, and sensory experience aspects (Lim & Ang, 2008). By the type and needs that clothing products want to fulfill, aesthetic and utilitarian aspects can be prioritized (Holbrook & Schindler, 1994). However, if it is drawn deeper, clothing products and complementary accessories can be used as a medium for conveying meaning for both the users themselves and for others who see them (Millan & Reynolds, 2014).

Cultural products are more often seen to fulfill consumer needs in the hedonic and aesthetic realms, while functional products such as cars, clothes, or furniture tend to prioritize aesthetic and utilitarian aspects (Holbrook & Schindler, 1994). Batik is a cultural product applied to various forms of final products such as clothing, tools, or daily equipment or as an ornament in buildings, interior, and exterior. On the one hand, Batik clothing is a style of dress that can be a means of conveying meaning, while on the other hand, the aspect of Batik as a cultural product tends to prioritize symbolic hedonic aspects. Therefore,

Departing from the description above, this study will try to explore the relevant aspects of symbolism in the marketing literature as an antecedent factor for forming a positive attitude towards Batik clothing. The next step will try to confirm the impact of a positive attitude towards a higher intention to use batik clothing. Thus, in this study, the final impact or endogenous variable that will be addressed is the intention to use as a consequence construct often raised in the marketing scientific literature.

Intention to use one of the constructs often appointed as the ultimate goal of a series of constructs in marketing research. Depending on the context, these terms are often interchanged to buy or purchase intention. In the context of repurchase, the same terminology is often interchanged with the term repurchase intention. Departing from this condition, it is not surprising that many of these terms often use interchangeable instruments.

In marketing research, purchase intention is used more often than the purchase behavior construct (Napoli, Dickinson, Beverland, & Farrelly, 2014). Purchase intention is an effective construct to indicate the final purchase decision (Kiang, Ye, Hao, Chen, & Li, 2011). In other contexts, such as technology adoption, the intention has often been a good predictor of usage behavior (Waarts, Everdingen, & Hillegersberg, 2002).

Attitude toward the brand and intention to use

Attitude or attitude is one of the essential concepts in understanding human behavior, including consumers. Attitude can be viewed as a person's evaluation of an object, and the direction can be positive or negative (Jung, Kim, & Kim, 2014). In marketing research, attitude can be a product, brand, advertisement, or other entity. In this study, Batik clothing is seen as a brand. Therefore, in this study, attitudes will be represented in the attitude toward the brand construct.

In psychological research, attitudes are seen as an aspect of driving intentions which in turn have implications for actual behavior (Ajzen, 1991). The effect of attitudes on behavioral intentions has been widely studied in various contexts in marketing research. In the context of online media, it can be modeled that the attitude towards the website will positively impact the intention to use the website (Seo, Green, Ko, Lee, & Schenewark, 2007). In the retail context, attitudes towards retail are also modeled as having a positive impact on consumer purchasing intentions at the retailer (Das, 2014). In the context of technology adoption, attitudes towards technology are also modeled as having a positive impact on using the technology (Muk & Chung, 2014). Based on research results that have been sufficiently developed in the realm of marketing research,

Hypothesis 1. Attitude toward the brand has a positive effect on the intention to use

Ethnocentrism and attitude toward the brand

*Ethnocentrism*In the context of marketing, consumers refer to the moral or propriety aspects of buying foreign products; more clearly, consumers view that buying foreign products is wrong because it can harm the nation's economy, increase unemployment, or is an unpatriotic action (Shimp & Sharma, 1987). In the realm of marketing, ethnocentrism is usually discussed with the discussion of the country of origin of the product or country of origin, whether it is in line with the country of origin of the consumer (Watson & Wright, 2000) or the discussion of foreign products compared to domestic products (Shimp & Sharma, 1987).).

If there are good domestic products to choose from, consumers with a high level of ethnocentrism will prefer domestic products to foreign products (Watson & Wright, 2000). The higher a person's ethnocentrism level, the higher the individual's positive attitude towards domestic products and the more negative his attitude will be towards foreign products (Shimp & Sharma, 1987). This phenomenon is getting more robust in the absence of the urgency aspect of foreign products in a product category (Sharma, Shimp, & Shin, 1995). Based on this description, the following hypothesis is proposed.

Hypothesis 2. Ethnocentrism has a positive effect on attitude toward the brand

Authenticity and attitude toward the brand

Another symbolic aspect of concern in the marketing literature is product authenticity. Nowadays, consumers are increasingly demanding authenticity in a product or brand (Liao & Ma, 2009). Authenticity is a complex construct built through various processes with various resources to produce dimensions of genuineness, experience, and uniqueness (Gundlach & Neville, 2012). Consumers perceive aspects of authenticity as a real thing regardless of whether these aspects are truly authentic or not (Beverland, 2005). Therefore, it indicates the importance of managing authenticity for a brand manager.

Consumers will look more positively at brands with a high level of authenticity (Gundlach & Neville, 2012). Furthermore, for consumers with high levels of self-realization and self-actualization, authenticity will significantly influence consumer attitudes and consumer behavior towards a product or brand (Liao & Ma, 2009). Based on these arguments, the following hypotheses are proposed regarding authenticity and attitudes.

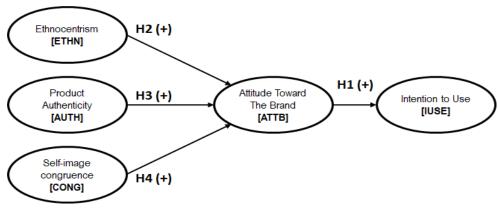**Hypothesis 3. Authenticity has a positive effect on attitude toward the brand**

***Self-image congruence* and attitude toward the brand**

The following symbolic aspect that has received attention in the marketing literature is self-image congruence. Self-image congruence matches the consumer's self-concept and the consumer's perception of a product or brand (Kressmann et al., 2006). For consumers, purchase or consumption is a vehicle for self-expression; therefore, consumers will often consider the closeness of the brand image to its self-concept (Jamal & Goode, 1987). Furthermore, the perception of self-image congruence on the consumer side can be expanded in scope by comparing the self-concept with fellow users' self-concept or brand perceived by consumers (Hosany & Martin, 2012).

Self-image congruence perceived by a consumer can increase his perception of the brand experience, which will affect how his attitude towards the brand (Hosany & Martin, 2012). Furthermore, high self-image congruence will impact higher consumer preferences for a product or brand (Jamal & Goode, 1987). Based on these arguments, allegations are put forward about the relationship between Self-image congruence with consumer attitudes towards Batik clothing as a brand.

Hypothesis 4. Self-image congruence has a positive effect on attitude toward the brand

Based on the framework, the previously described thoughts can be illustrated by the research model as follows.

Picture 1. Research Model

METHOD

This research is planned to use a descriptive research design, namely research that aims to describe the characteristics of the population or describe the relationship between research variables (Cooper & Schindler, 2013). Retrieval of information from samples will be carried out cross-sectional, as is often used in descriptive research (Malhotra, 2010). Data collection was carried out through survey techniques. The survey process will be carried out online, to facilitate the data collection process, which is self-administered, which means that respondents are free to answer questions in the questionnaire at any time without the intervention of researchers (Cooper & Schindler, 2013).

The ethnocentrism variable was adopted from Shimp & Sharma (1987) based on the literature review conducted. Attitude toward the brand will be adopted from Spear & Singh (2004). Product Authenticity was adopted from research by Napoli, Dickinson, Beverland & Farrelly (2014). Product knowledge will be adopted from O'Cass (2004). Meanwhile, Self-Image Congruence will be adopted from Sirgy, Grewal, Mangleburg, et al. (1997), and Behavioral Intention will be adopted from Spear & Singh (2004). Details of the measurement instruments used are presented in Table 3.1.

Table 3.1. Measurement Instruments

Variables & Definitions	Measurement
Ethnocentrism [ETHN]	1. The Indonesian nation should buy local products rather than imported products 2. Even though it is sometimes more expensive, I prefer to support Indonesian products 3. I will only buy imported products if there are no similar local products 4. Imported products should not be circulating too much in the market (Shimp & Sharma, 1987)
Product Authenticity [AUTH]	1. Batik is the culture of the Indonesian nation 2. Batik is a legacy of the Indonesian nation 3. Batik reflects the image of the Indonesian nation 4. Batik is a hereditary tradition of the Indonesian people (Napoli, Dickinson, Beverland & Farrelly, 2014)
Self-Image Congruence [CONG]	1. Wearing Batik clothes will be in harmony with how I want to be seen by other people around me 2. People like me in general also like to wear batik clothes 3. Batik is usually worn by people with characteristics similar to mine 4. In everyday life, Batik can reflect my self-image (Sirgy, Grewal, Mangleburg, et al., 1997)
Attitude toward the brand [ATTB]	1. In my opinion, Batik is a product that is (Interesting / Unattractive) 2. In my opinion, Batik is a product that is (Good / Bad) 3. In my opinion, Batik is a product that is (fun/unpleasant) 4. In my opinion, Batik is a product that I (like / dislike) (Spear & Singh, 2004)
Intention to Use [IUSE]	1. In the future, I will still use Batik 2. I will consider using Batik more often (Kwon, Trail & James, 2007) 3. I intend always to wear Batik informal activities 4. I am interested in trying a wider variety of batik clothes (Spear & Singh, 2004)

The analysis in this study is modeled through the Structural Equation Modeling model. Structural Equation Modeling (SEM) was chosen as a model and analysis tool in this study based on several reasons. First, SEM can test the general goodness of fit (GOF) between the data and the proposed model (Wijanto, 2008). Second, it can estimate the relationship between dependent variables that are interrelated simultaneously through structural models.

Third, it can represent the latent concept (unobserved) and make corrections to measurement errors (Hair et al., 2006). Fourth, the SEM procedure can involve a latent (unobserved) variable and an observed variable (Byrne, 1998). Finally, to measure the fit of the model using a parameter in the form of Normed chi-square (χ^2/ df), root mean square error of approximation (RMSEA), and comparative fit index (CFI) as suggested (Hair, Black, Babin, & Anderson, 2010). The suitability criteria that need to be met by the SEM research model are presented in the following table.

RESULT AND DISCUSSION

Based on the results of collecting survey data through online questionnaires, it was obtained 156 sample data that met the criteria for respondents with the status of students or undergraduate students as representatives of Gen Y. In addition, the age range of respondents ranged from 17 years to 24 years. Of the 156 respondents obtained, 66 (42%) were men, while the remaining 90 (58%) were women.

Based on the estimation in the measurement model, the standardized loading factor value of all indicators above the value 0.5, except for the ETHN3 indicator, which then decided to be excluded from the analysis. In most models, the standardized loading factor value of 0.5 or more is still acceptable to be said to have a pretty good level of validity (Wijanto, 2008). Based on the standardized loading factor values from the estimation results of the measurement model, the average variance extracted and composite reliability values can be calculated to assess the reliability level of the measuring instrument as presented in Table 4.1. Based on the table, it can be concluded that the entire device used to measure the research construct used is reliable, except for the Ethnocentrism construct, which has an AVE value of 0.482. Considering that three indicators of ethnocentrism remained after one of them was excluded from the analysis, it was decided to maintain the remaining three indicators to maintain the minimum number of indicators in one construct.

The estimation results of the structural model as a whole indicate the normed chi-square value of 2.044 (good fit), RMSEA of 0.082 (marginal fit), and CFI of 0.929 (good fit); thus, it can be concluded that the overall research model proposed has a model fit level. A summary of the results of hypothesis testing based on the collected sample data is presented in Table 4.2.

Table 4.1. Average Variance Extracted Value and Composite Reliability

Construct	Composite reliability	AVE
Ethnocentrism (ETHN)	0730	0.482
Product Authenticity (AUTH)	0.946	0.815
Self-Image Congruence (CONG)	0.873	0.633
Attitude Toward the Brand (ATTB)	0.904	0.702
Intention to Use (IUSE)	0854	0.589

Source: processed data

Table 4.2. Hypothesis Test Results

Path	Coefficient	P-value	Conclusion
ATTB → IUSE	0.964	0.000	H1 is supported by data
ETHN → ATTB	0.298	0.007	H2 data supported
AUTH → ATTB	0.459	0.000	H3 data supported
CONG → ATTB	0.383	0.000	H4 data supported

Source: processed data

Based on Table 4.2, it can be concluded that, in general, the hypothesis proposed is empirically proven based on the data collected. It is indicated by the p-value below the alpha threshold value of 0.05 and the estimated coefficient value, which is positive, considering that all proposed hypotheses are positive. Therefore, from the point of view of the order of importance, it can be seen that product authenticity is the central aspect of forming a positive attitude among the young Indonesian generation towards Batik clothing. It is also supported by the high assessment of product authenticity aspects of Batik clothing (6.5 on a scale of 7). The second important factor is self-image congruence. Respondents' average rating on this aspect is four on a scale of 7 which means neutral; some think they are congruent with themselves, while others are not. The third aspect is ethnocentrism. The ethnocentrism respondents level in this study, on average, is acceptable, at a value of 4.9 on a scale of 7. On the final side, this study confirms the notion that a positive attitude towards goodwill affects the intention of the younger generation to continue or more frequently use Batik in the future.

Managerial Implications

Based on the research analysis results that have been previously stated, through this study, at least four managerial implications can be drawn. First, this study confirms the prevalence of other research in marketing disciplines which proves that in various situations, attitude is one of the prerequisites for the existence of an intention to behave, including, in this case, the intention to wear Batik clothing. Second, as an implication, interested parties such as the government, batik activists, or the batik-related business sector need to continually strive to form positive attitudes of the younger generation towards Batik clothing.

Second, this study found empirical facts about the importance of product authenticity to form a positive attitude towards Batik clothing. Furthermore, the respondents' assessment of the authenticity aspect of batik products is relatively high. As an implication, in the communication and marketing efforts of Batik products, it is better to emphasize the authenticity aspect. For example, an emphasis on historical aspects, artistic value, and product originality. Therefore, the initial assessment of the high enough authenticity aspect of Batik products is an initial advantage that needs to be utilized.

Third, the aspect of self-image congruence is the second important aspect in the framework of forming a positive attitude towards the younger generation of Batik products. The problem is that the assessment on this aspect is still neutral, meaning that some respondents consider it entirely congruent, while others are not. As an implication, activists and business actors in the field of Batik continue to strive to find innovations both in the design of the Batik cloth and the application design of the Batik cloth in the final form of Batik clothing. Another thing that can be done is to try marketing communication efforts to create an image of Batik that fits or is in line with the lifestyle of the younger generation today.

Fourth, the ethnocentrism aspect is the third aspect that influences the formation of the positive attitude of the younger generation towards Batik. As an implication, in addition to prioritizing the two aspects previously discussed, ethnocentrism can be used as an approach when making marketing communication efforts in building a positive image of batik products in the eyes of Indonesian consumers. However, it needs to be realized that this approach is not an approach that should be used as the primary approach, considering that the two previous aspects show a more noticeable impact.

CONCLUSION

This research is expected to be able to answer the four research questions that have been described in the introduction. First, this study tries to contribute to the repertoire of marketing disciplines by proposing the potential aspects of ethnocentrism, authenticity, and self-image congruence as a driving force for forming positive attitudes of the young generation in Indonesia towards Batik clothing. Second, this study proves the existence of these three aspects in shaping the positive attitude of the younger generation in Indonesia towards Batik clothing empirically. Third, this study also empirically confirms the positive implications of attitudes towards Batik clothing on the intention to use Batik clothing. Fourth, this study provides several managerial suggestions related to efforts to cultivate batik culture among Indonesian adolescents.

One of the main limitations of this study is that it has not been accommodated for variations in the level of knowledge and understanding of respondents towards Batik. It is thought to have the potential to contribute to several patterns of relationships between variables or even the potential to contribute to more in-depth explanations if accommodated. Departing from this suspicion, future research that accommodates variations in the level of knowledge and understanding of respondents towards Batik is expected to provide a more in-depth explanation of the relationship patterns studied in this study. In addition, further research can model variations in the level of knowledge and understanding of respondents towards Batik as a control variable or a moderating variable.

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