

# Analysis of the Characteristics of Potential Consumer Based on Motivation, Personality and Lifestyle of East Java Batik Consumer

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**Abstract**—The purpose of this study was determined the characteristics of batik consumers in East Java that would be useful in determining the strategy of market segmentation and targeting of batik products. In this study consumers could be segmented on the basis of several things, among others, based on their motivation in purchasing, personality and lifestyle. The type of research used was descriptive research, with data collection techniques was using questionnaires and distributed to batik customers in East Java in four research areas namely Sidoarjo, Bangkalan Madura, Tuban, Lamongan and Surabaya as batik centers of East Java. The sampling method was mixed between Purposive sampling and area sampling. While the data analysis technique used in this study was K Means cluster analysis. The result of the research showed that batik respondents of East Java were divided into 4 clusters in which the highest number was cluster 1 which had the following characteristics. So the batik marketer should considered the characteristics for the target market and did the right strategy for handling this cluster.

**Keywords**—segmentation; targeting; motivation; personality; lifestyle; cluster analysis

## I. INTRODUCTION

The batik industry is one of the industry that most of the business actors are Small Business enterprise (SME). Batik in Indonesia, especially in East Java, has various patterns / motifs which are special characteristics and show the peculiarities of the batik from where it came from. There are many hundreds or even thousands of patterns when observed in batik cloth in Indonesia, especially East Java. At present the outline is divided into two categories, namely fine batik and rough batik. For this type of fine batik products using non-machine looms (ATBM). All depends on the level of difficulty in the process as well as the selection of the material.

So far, there have been several batik entrepreneurs who have chosen the target market. The reason was because they realized that basically they could not serve all customers in the market. Too many customer, were very varied in the demands and needs. So the meaning of "target market is a group of buyers who share the same needs or characteristics that the company will serve" would be important [1]. Consumer

behaviour that tends to change over time changes also requires batik entrepreneurs always to follow these changes.

It was happened because many companies had to compete with each other to put their products in the minds of consumers, and could serve their consumers in various segments.

In marketing science, in order to win the competition, the important thing to prepare the marketing strategy is mapping consumers through understanding of consumer behaviour and characteristics. Consumers can be segmented on the basis of several things. Segmentation is the process of grouping heterogeneous markets into groups that have similar needs or similarities in characters. In determining the basis of segmentation, Kotler stated that there are two ways that can be done for segmentation [2].

The first, segmentation based on the characteristics of consumers which are the main variables in segmentation consisting of: (a). Geographic Segmentation, a grouping based on geographic factors, such as area of the origin or place of consumer, (b). Demographics Segmentation, a grouping based on the variables of age, sex and consumer work, (c). Psychographic Segmentation, a grouping based on the characteristics of each consumer, such as motivation, personality, perception, interests and attitudes.

The Second, segmentation based on the consumer response consists of: (a) Benefit segmentation, which is a grouping based on the benefits of consumers expect from a product or service, (b). occasion use, grouping based on when consumer was using brand. With this segmentation, consumers will be grouped based on their response to products or services, such as there are consumers who are concerned with quality or consumers who attach importance to low prices.

Research on segmentation based on lifestyle has been carried out by Plummer [3]. He developed a dimension of market segmentation based on lifestyle that includes Activity, Interest and Opinion. Life Style as used in life style segmentation measured consumer activity in term of (a) how they spent their time, (b) their interests, what their places

important on their immediate surroundings, (c) their opinion, in terms of their view of themselves and the world around them.

Other research study about market segmentation based on consumer motivation. Park described about Segmentation by motivation in rural tourism in Korea [4]. The primary purpose of this study was to segment and profile the motivations of tourists, so as to enable a better understanding of rural tourism in Korea. Motivation shows the process of incurrence of encouragement so that consumers move to buy a product

Mendez studied about the Ford Brand Personality in Chile [5], using as a framework, the five-dimension Brand Personality scale developed by Aaker [6]. The study was carried out in two mid-sized cities in the central part of Chile, the confirmatory factor analysis of the measurement model and the analysis of the structural model provide evidence that the 'ruggedness' dimension proposed by Aaker [6]. Enhance the personality could be determined the market segmentation. Personality is defined as psychological traits within ones that determine and reflect how a person responds to his environment. Personality tends to influence one's choice of product.

The purpose of this study was determined the characteristics of batik consumers in East Java that would be useful in determining the strategy of market segmentation and targeting of batik products. In this study consumers could be segmented on the basis of several things, among others, based on their motivation in purchasing, personality and lifestyle.

## II. THEORETICAL BACKGROUND

### A. Motivations

The literature on consumer behaviour argues that motivations represent individual internal forces that lead to action [7]. Investigating reasons or motivations for travel contribute to an understanding of tourism as a social and psychological phenomenon [8], and offer practical managerial insights. In this respect, the motivation to travel refers to a set of needs that cause a person to participate in a tourism based activity. In this sense motivational factors are defined as the psychological needs that play a significant role in causing a person to feel psychological disequilibrium that may be corrected through a travel experience [9].

These motivations have been classified according to the following typology by Goeldner and Ritchie [10]: (i) physical, such as relaxation; (ii) cultural, such as discovering new geographical areas; (iii) interpersonal, such as socializing and meeting new people; and (iv) prestige, such as self-esteem and self-actualization.

In this research motivation to buy batik product would be measured in 4 indicator, that were: (a) preserve culture (b) aesthetics (c) Philosophy/religious (d) functional.

### B. Personality

Personality is a psychological characteristic of a person that determines and reflects how a person responds to his environment [7]. Based on this definition, it can be concluded that the internal characters include various attributes, traits,

actions that distinguish them from others. Personality can be explained by using traits such as self-confidence, dominance, autonomy, obedience, social skills, endurance and adaptability. In this person's personality there are positive values that always give positive energy to the paradigm in facing the challenges and trials of life. Conversely, someone with a low personality is someone who is always surrounded by failure. Because in a person, negative energy flows towards the paradigm in facing the challenges and trials of life. Practically the concept of personality can be defined as a set of unique patterns of feelings, thoughts and behavior that become the standard of consumer response to various situations.

In this research personality of the batik consumer would be measured by 5 indicators: (a) open to experience (b) extraversion (c) conscientiousness (d) agreeableness (e) neurotics.

### C. Life Style

Observations to know lifestyle someone can be done through research against its psychographic conditions. Psychographic have different views according to some researchers. Mowen and Minor stated that this term contained ideas which describes psychological factors who form consumers [11]. Psychographic is an instrument for measuring lifestyle someone, who provides measurements quantitative and can be used to analyze very large data. Solomon suggested that psychographic studies were deep several forms such as [12]:

- A lifestyle profile looks for item that differentiate between user and nonuser of a product
- A product-specific profile identifies a target group and then profiles these consumers on product-relevant dimension.
- A general lifestyle segmentation places a large sample of respondents into homogenous groups based on similarities of their overall preferences.
- A product-specific segmentation tailors question to product category

In this research we used 14 indicators adopted from Plummer that divided lifestyle into [3]: activity, interests and opinion.

## III. RESEARCH METHOD

### A. Population and Data Collection

The type of this research used was descriptive research. Collecting data in this study was using a questionnaire that was distributed to batik customers in East Java, especially in the four research areas, consist of: Kenongo Tulangan Sidoarjo, Tanjung Bumi Bangkalan Madura. Kerek District. Tuban. Sendang Agung Paciran, Lamongan, and also Surabaya that was the centre of batik customer East Java.

### B. Measurement

The data in this study were measured using a Likert scale with a rating of 1-5 degree. Each variable in this research was described in several indicators: Motivation to purchase batik (4 indicators), personality (5 indicators) and life style (12 indicators).

This study used cluster analysis to classify the characteristics of respondents based on motivation to buy, personality and lifestyle. The cluster analysis used in this study was K Means Cluster method which was processing all objects at once. This process started with determining the number of clusters first, for example, there will be 2 clusters, or 4 clusters.

## IV. RESULT AND DISCUSSION

The distribution of questionnaires was carried out by purposive sampling and sampling areas in several batik centers in East Java, consist of Sidoarjo, Bangkalan, Surabaya, Tuban,

Lamongan. The statement items on the questionnaire were as many as 23 statements with sampling respondents as many as 118 respondents.

Based on table 1 above, it was known that the largest F value was 33,744, meaning that the orientation of the community like batik because it was the nation's most distinguishing work between cluster 1, cluster 2, cluster 3 and cluster 4. Furthermore, the other most distinguishing variable was that respondents are people who used it for functional reasons (clothing) with an F value of 16,233. Next, the variable that distinguishes between clusters 1, 2, 3 and 4, were the people who were careful in taking decisions with an F value of 14,833, and so on. While the variables that did not differentiate between clusters 1, 2, 3 and Cluster 4 were batik users incorporated in special communities with the smallest F value of 6.217. Furthermore, the characteristics of respondents who did not differentiate between clusters are the desire to preserve culture with an F value of 6,961, and so on.

TABLE I. ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
<i>Culture</i>	3.598	3	.252	108	14.287	.000
<i>Aesthetics</i>	3.019	3	.341	108	8.861	.000
<i>Philosophy</i>	7.030	3	.789	108	8.913	.000
<i>functional</i>	7.718	3	.466	108	16.559	.000
<i>Open</i>	6.787	3	.544	108	12.478	.000
<i>extraversion</i>	2.916	3	.417	108	6.994	.000
<i>conscientiousness</i>	5.279	3	.356	108	14.833	.000
<i>Agreeableness</i>	6.696	3	.497	108	13.484	.000
<i>Neurotics</i>	7.552	3	.729	108	10.356	.000
<i>Formal</i>	13.441	3	.941	108	14.289	.000
<i>ceremonial</i>	7.628	3	.638	108	11.959	.000
<i>social</i>	6.905	3	.490	108	14.079	.000
<i>shopping</i>	8.528	3	.839	108	10.159	.000
<i>community</i>	5.764	3	.927	108	6.217	.001
<i>Art</i>	6.661	3	.454	108	14.678	.000
<i>Love indonesia</i>	7.383	3	.219	108	33.744	.000
<i>Fashionable</i>	5.596	3	.379	108	14.780	.000
<i>attractive</i>	7.400	3	.551	108	13.430	.000
<i>Love culture</i>	6.701	3	.453	108	14.804	.000
<i>Patriotism</i>	4.237	3	.352	108	12.041	.000
<i>Economy dev</i>	3.487	3	.392	108	8.900	.000
<i>Maintain culture</i>	2.670	3	.384	108	6.961	.000

Following were the results of the analysis of the characteristics of respondents in each cluster.

### A. Cluster 1

Based on table 2 it can be seen that the characteristics of cluster 1 respondents had characteristics that were in accordance with variables no. 1-23 except number 13 (communality). This means that respondents in cluster 1 agreed on the statement that they liked having the characteristics of all variables identified in the study, namely motivation, personality and lifestyle, except that the batik users was not belonging to a special community.

TABLE II. CLUSTER RESULT

	Cluster			
	1	2	3	4
<i>Culture</i>	5	4	5	4
<i>Aesthetics</i>	5	4	5	4
<i>Philosophy</i>	4	3	3	3
<i>functional</i>	5	4	3	4
<i>Open</i>	4	4	3	4
<i>extraversion</i>	4	4	4	4
<i>conscientiousness</i>	4	4	5	4
<i>Agreeableness</i>	4	3	5	4
<i>Neurotics</i>	4	3	3	3
<i>Formal</i>	4	2	3	3
<i>ceremonial</i>	4	3	3	3
<i>Social</i>	4	2	4	3
<i>shopping</i>	4	3	2	3
<i>community</i>	3	4	3	3

Table 2. Cont.

<i>Art</i>	4	4	4	3
<i>Love indonesia</i>	5	5	5	4
<i>Fashionable</i>	5	4	5	4
<i>attractive</i>	4	4	4	3
<i>Love culture</i>	4	4	5	3
<i>Patriotism</i>	5	4	5	4
<i>Economy dev</i>	5	5	5	4
<i>Maintain culture</i>	5	5	5	4

#### B. Cluster 2

Table 2 stated that the characteristics of cluster 2 respondents were found in cultural variables, aesthetics, openness, extraversion, full of caution, incorporated in special communities, love of high art, love for Indonesian products, like fashion, attractive. Love culture, patriotism, supporting economic development and attention to cultural preservation. All statements that described the characteristics of the respondent had a value range of more than 3.4, meaning that the respondent agreed or agreed strongly with the statements above. The special thing that was the characteristic of cluster 2 was the respondents who they did not work in the formal sector, and did not really like social activities.

#### C. Cluster 3

From table 2 it could be seen that the characteristics of cluster 3 respondents were found in Cultural variables, aesthetics, extraversion, caution, dislikes conflict, likes social activities, likes high art, loves Indonesian products, likes fashion, attracts, loves, loves culture, patriotic, attention to economic development and cultural preservation. The special thing that was been the characteristics of this cluster were that consumer did not spend their time on shopping and they did not consider that batik has religious elements.

#### D. Cluster 4

Based on table 2 it could be seen that respondents in this cluster agreed or strongly agreed on cultural, aesthetic, and functional variables. Open, extraversion, caution, avoid conflict, love Indonesian products, fashionable, patriotic, attention to economic development and cultural preservation.

Having known the respondent's segmentation based on the variables previously explained, the following explanation is a description of the number of respondents who entered each cluster.

TABLE III. THE AMOUNT OF RESPONDEN IN EACH CLUSTER

<b>Cluster</b>	1	62.000
	2	9.000
	3	10.000
	4	31.000
<b>Amount</b>		118

Table 3 stated that the most respondents were in cluster 1, which were 62 respondents. The second was respondents from cluster 4 as many as 31 people and then cluster 2 as many as 10 people and lastly cluster 3 as many as 9 people.

The implication of this research was the targeting strategies in the batik industry in East Java should adjusted the results of

cluster analysis which stated that the highest number is respondents in cluster 1 so that the marketing target of the batik industry in East Java was aimed mostly at batik users characterized by cluster 1.

## V. CONCLUSION

Based on the results of the analysis and discussion that have been carried out in the previous chapter, this study concludes as follows:

The application of segmenting strategies in the batik industry in East Java can refer to the Cluster Analysis Results from East Javanese batik users who found four clusters that showed characteristics / characteristics of batik users based on their motivation in buying batik, personality and lifestyle. This study produced 4 clusters which have the following characteristics:

#### A. Cluster 1

This cluster contains respondents who agree to the statement that they are people who have the following characteristics: have the motivation to preserve national culture, have a high aesthetic value, see batik has religious / philosophical meaning, functional motives use as clothing. They also have an open personality to new things, interact with other people, take careful decisions and tend to avoid conflict, have good emotional stability. They have a lifestyle that works in the formal sector, often follows social activities, likes to shop to fill time spare, love art, love Indonesian products, love cultural heritage, pay attention to fashion, try to look good in public, feel important to love culture, patriotic spirit, want to improve people's economy and preserve culture.

#### B. Cluster 2

This cluster contains respondents who agree to the statement that they are people who have the following characteristics: have the motivation to preserve the national culture, have a high aesthetic value, functional motives use as clothing. They also have a personality that is open to new things, interacting with others, careful taking decisions, good emotional stability. They join special communities, love art, love Indonesian products, love cultural heritage, pay attention to fashion, try to look good in public, feel important to love culture, patriotic spirit, want to improve people's economy and preserve culture.

#### C. Cluster 3

This cluster contains respondents who agree to the statement that they are people who have the following characteristics: have the motivation to preserve national culture, have a high aesthetic value, interact with others, be careful in making decisions and tend to avoid conflict. They have a lifestyle that often follows social activities, loves art, loves Indonesian products, loves cultural heritage, pays attention to fashion, tries to look good in public, feels important to love culture, patriotic spirit, wants to improve people's economy and preserve culture.

#### D. Cluster 4

This cluster contains respondents who agree to the statement that they are people who have the following characteristics: have the motivation to preserve the national culture, have a high aesthetic value, functional motives use as clothing. They also have an open personality to new things, interact with others, be careful in making decisions and tend to avoid conflict. They have a lifestyle that loves Indonesian products, patriotic spirit, wants to improve the people's economy and preserve culture.

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