
Lifestyle and Social Media Marketing as Drivers of Electronic Word of Mouth and Their Impact on Generation Z's Online Batik Purchase Decisions

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Abstract:

Changes in the digital lifestyle of younger generations and the growing intensity of social media use have significantly transformed consumption patterns, including the online purchase of cultural products such as batik. Although batik has gained increasing visibility in digital spaces, the level of participation of Generation Z in online batik purchasing remains relatively limited. This study aims to examine the influence of lifestyle and social media marketing on positive electronic word of mouth (e-WOM) and their impact on online batik purchase decisions among Generation Z. The study employed a quantitative research approach, with batik consumers in Indonesia as the population. Samples were selected using purposive sampling criteria, including individuals aged 17–25 years who had previously purchased batik online and were familiar with the Berkain Bersama Movement. Data were collected through structured questionnaires and analyzed using the SEM–SmartPLS approach. The findings indicate that lifestyle and social media marketing positively influence positive e-WOM as well as online batik purchase decisions. Furthermore, positive e-WOM emerges as the most influential factor in shaping purchase decisions and plays a mediating role in the relationship between lifestyle, social media marketing, and purchasing decisions. These results highlight the strategic importance of integrating digital lifestyle alignment, effective social media marketing, and positive e-WOM to enhance Generation Z's engagement and purchasing interest in cultural products within the digital marketplace.

Keywords: *Lifestyle, Social Media Marketing, Positive e-Word of Mouth, Purchasing Decisions*

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1. Introduction

Indonesia is one of the most dynamic fashion markets in Southeast Asia, thanks to its young demographic and large population. Projections indicate that the country's apparel industry will continue to grow until 2029, encompassing women's, men's, and

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children's clothing segments. This growth is driven by increasing purchasing power, shifting lifestyles, and the adoption of modern fashion. Meanwhile, e-commerce penetration and ease of digital access have transformed the way consumers purchase clothing, making online shopping a primary channel. In this context, local Indonesian brands and designers are also gaining momentum, with their cultural distinctiveness and design creativity able to compete with global fast fashion. This makes Indonesia a highly attractive market for fashion products that combine cultural heritage and modern lifestyles.

Recent data projects that revenue from the apparel segment will increase from US\$8.75 billion to US\$23.61 billion by 2029. This surge indicates a consumer trend that increasingly prioritizes fashion not just as a basic need, but as an expression of lifestyle and personal identity. Consumers, especially the younger generation, are now more selective in choosing fashion products that align with trends, aesthetic values, and cultural narratives they deem relevant. This can be seen in the image below.



Figure 1. Development of the Fashion Market in Indonesia

Source: pulauintanlestari.com

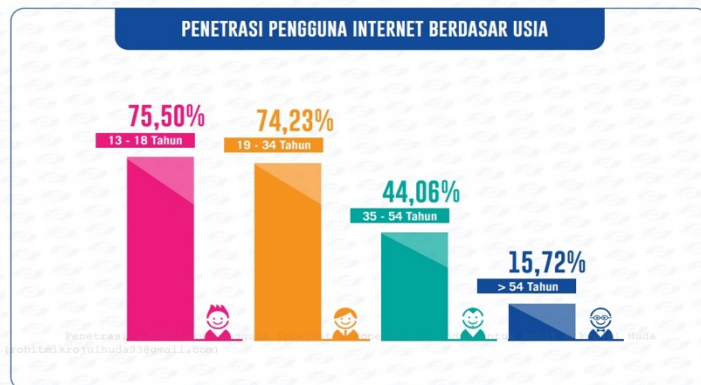
The rapid development of the national fashion industry opens up great opportunities for local products with cultural value, such as batik cloth, to adapt to the dynamics of the modern market. Batik is a traditional Indonesian craft that is a cultural heritage in Indonesia. Batik has also been recognized by the world as an original culture from Indonesia with its designation as an intangible cultural heritage by UNESCO (Suleman, 2017). Batik is not only a source of national pride, but also an industry that contributes significantly to the Indonesian economy. Since the early 20th century, batik has become a mass industry that plays a vital role in increasing the country's GDP (gross domestic product) and national income (Steelyana, 2012). Currently, batik has become a mass industrial commodity, making batik develop into a major industrialized popular cultural commodity, mass-produced for mass consumption with business objectives (Angkawijaya, Agustina, & Tee Chuan, 2021).

Batik, previously synonymous with formal and traditional attire, is now transforming into a more inclusive casual fashion, particularly following the emergence of social movements such as the Berkain Bersama Movement, which has successfully popularized batik among young people through social media. This transformation is a crucial momentum for batik to remain relevant amidst the digital lifestyles of urban communities. However, the success of batik in penetrating the youth market, especially Generation Z, depends not only on design and aesthetics, but also on how batik is strategically positioned through social media, widely discussed through e-WOM, and associated with lifestyle values that align with the characteristics of this digital generation.

High hopes are placed on young consumers. Young people are believed to have significant potential for the economy and purchasing power for domestic products. Their consumerist, trendsetting habits in technology, lifestyle, and fashion align closely with the government's goal of supporting the fashion economy, one of which is batik.(Atika, Kholifah, Nurrohmah, & Purwiningsih, 2020).Nowadays, wearing batik is no longer not only seen at ceremonial events, but also at informal events to casual events (Darmansa, Haldani, & Tresnadi, 2019).

This opportunity was then seen by an Indonesian arts community called Swara Gembira. The association, which was founded in 2017, turned the pandemic crisis situation into a golden opportunity to introduce its ideas on a massive scale. Swara Gembira pays more attention to the spread of ideas through social media. They then took advantage of social media, especially TikTok and Instagram, to give a new touch to the world of fashion through the Together Cloth Movement. The Berkain Bersama Movement is a campaign to introduce the use of batik cloth as clothing that can be mixed and matched with a more casual fashion style. In this way, the movement or campaign for cloth together has become a quite massive fashion trend and has become a new, more relevant fashion reference.

Generation Z currently numbers 75.49 million in Indonesia, with those born between 1997 and 2012 representing 27.94% of the total population. Generation Z is familiar with technology, and the growing number of mature Generation Z members represents a lucrative target market. In an interview with kontan.co.id, Bima Laga, Chairman of the Indonesian E-commerce Association, revealed that the lifestyles of millennials and Generation Z are closely linked to technology. Furthermore, workers in the digital industry, particularly e-commerce, are also dominated by millennials and Generation Z.(Handoyo, 2021). This is in accordance with data from Indonesian Internet Service Providers Association (APJII) which states that generation Z are the most internet users compared to other generations, so they are a potential target market.



Source:(APJII, 2024)

Figure 2. Internet user penetration in Indonesia

According to data from the Indonesian Internet Service Providers Association (APJII), the highest internet user penetration in Indonesia comes from young age groups, namely Generation Z (aged 13–18) and Millennials (aged 19–34). Generation Z recorded the highest penetration rate at 75.50%, followed by Millennials at 74.23%. Meanwhile, older age groups, such as those aged 35–54, only reached 44.06%, and those over 54 dropped drastically to 15.72%.

This fact indicates that internet users in Indonesia are dominated by the younger generation, who have high levels of digital literacy, high mobility, and intense interaction with technology and social media. This is an important indicator for business actors and marketers in determining digital marketing communication strategies. If the target consumers are active internet users, then the approach used must be contemporary, adaptive to trends, and able to resonate with young people's digital preferences and lifestyles. In the context of marketing fashion products, especially batik, this finding is crucial. Because Generation Z and Millennials are primary internet users, they are also a potential market for online fashion purchases. Therefore, understanding their digital characteristics and how they receive marketing messages through social media marketing and e-WOM is highly relevant in designing marketing strategies for traditional products that want to be packaged in a modern way, such as batik.

Based on the data presented previously, an interesting gap phenomenon has emerged, namely, although the Indonesian fashion industry shows rapid growth with a projected market value reaching US\$23.61 billion in 2029, and although Generation Z as a digital native group is the highest internet user (75.50%), their level of participation in purchasing local culture-based products such as batik is still relatively suboptimal. In fact, batik as a cultural heritage has experienced visual and narrative revitalization through digital campaigns such as the Berkain Bersama Movement, and is accompanied by increasing intensity of social media use and the role of e-WOM in shaping purchasing decisions. The discrepancy between the high adoption of digital media by Generation Z and the low conversion rate for online batik purchases indicates that the existence of digital channels alone is not effective enough in encouraging consumption behavior of cultural products.

Several previous studies examining the influence of lifestyle, social media marketing, and electronic word of mouth on purchasing decisions have yielded varying results. Some studies concluded that these three variables have a positive and significant influence on purchasing decisions, particularly among the younger generation. However, others have shown conflicting results, such as the absence of a significant influence of e-WOM on purchasing decisions. These differing findings reflect a research gap that requires further exploration, particularly in the context of local, culture-based products such as batik cloth marketed online to Generation Z. The following table summarizes these research findings as an important foundation for formulating the direction and urgency of this study.

Table 1. Research Gap

Researchers	Variables/ Hypotheses	Research result	Research Gap
Sanjaya & Yuwanto (2019)	e-WOM on purchasing decisions	Gen Z often looks for product reviews online before purchasing.	The influence of e-WOM is significant, but has not been tested specifically on local cultural products such as batik.
Sardar et al. (2021)	e-WOM on purchasing decisions	e-WOM influences purchasing decisions	There has been no testing in the context of traditional Indonesian products.
Slamet et al. (2022)	e-WOM on purchasing decisions	Positive e-WOM can encourage Gen Z to buy viral products.	Not yet tested against online batik purchasing decisions
Ramlah et al. (2021)	Lifestyle towards e-WOM	Lifestyle drives conversations on social media	Its direct relationship to Gen Z purchasing decisions has not been tested.
Wijaya et al. (2020)	Lifestyle on purchasing decisions	Gen Z follows lifestyle trends in determining product purchasing decisions	It needs to be studied together with other variables such as e-WOM and social media in one comprehensive model.
Diantari & Jokhu (2020)	Social media marketing on purchasing decisions	Social media marketing can increase Gen Z purchases	Local culture-based products such as batik have not been studied yet.
Trejo (2021); Niu & Zhang (2022)	Social media marketing on purchasing decisions	Social media marketing has a significant influence on young people's online purchases.	Further testing is needed in the Indonesian context and local cultural products.

Source: Published journal

The significance of this research lies in the development of an integrative model that simultaneously combines lifestyle, social media marketing, and electronic word of mouth (e-WOM) variables to explain purchasing decisions, particularly for digitally marketed local cultural products. Unlike previous studies that generally examine these variables separately, this study proposes a mediating mechanism of e-WOM as a bridging influence pathway between lifestyle and digital marketing on purchasing decisions. This approach offers a new theoretical contribution to understanding the dynamics of digital consumer behavior, particularly among Generation Z, who are known to be the most active social media users but have not been studied in depth in the context of consuming culturally based products such as batik. Furthermore, this research was conducted in the local context of Indonesia, which possesses a rich cultural heritage but faces challenges in adapting this heritage into modern digital marketing strategies. Thus, this study not only addresses the gap in the existing literature but also provides a relevant empirical contribution to the development of cultural marketing strategies in the digital era.

Although batik has begun to experience a revitalization through movements such as the Berkain Bersama Movement, young people's interest in purchasing batik remains relatively low (Atika et al., 2020), even though this age group comprises nearly 28% of the Indonesian population and has a high propensity for online shopping. Amidst the high adoption of technology and social media by Generation Z, an important question arises regarding their preferences in purchasing cultural products such as batik online. Therefore, this study formulates the main problem: how do lifestyle, the use of social media marketing, and electronic word of mouth (e-WOM) influence Generation Z's online batik purchasing decisions. Based on these problems, the following research questions can be formulated.

1. How does lifestyle influence e-word of mouth?
2. How does the use of social media marketing influence e-word of mouth?
3. How does lifestyle influence the decision to purchase batik online?
4. How does the use of social media marketing influence the decision to purchase batik online?
5. How does e-word of mouth influence online batik purchasing decisions?

2. Theoretical Background

The Influence of Lifestyle on E-word of mouth

Lifestyle is basically how a person lives, determines their personal plans, and is determined by past experiences, character, and specific circumstances, and can change according to specific circumstances and situations (Sumarwan, 2014). With the advancement of technology, lifestyle can shape a consumer's behavior. Consumers often follow the prevailing lifestyle in a society, so that the emerging trends in society in their attitudes towards a product can influence consumers' decisions to make a purchase (Wijaya, Darmawati, & Kuncoro, 2020). This description is supported by research by Ghadikolaei et al (2013), and Hana (2013) which states that lifestyle influences e-word of mouth.

H1: Lifestyle has a positive influence on e-word of mouth.**The Influence of Social Media Marketing Utilization on E-Word of Mouth**

The formation of consumer perceptions that makes consumers talk about products is based on social media marketing from marketers to consumers (Le, 2020) Consumers who gain knowledge about a marketer's products or services from social media marketing can then better understand the value of the marketer's products or services (Ismail, 2017). Consumers then become aware of the added value of the products or services offered by marketers and discuss them with others. (Townsend, Neal, & Morgan, 2019) With more intensive social media marketing, consumers will increasingly see marketplaces and their special offers. This will enable them to recognize the value sellers can provide and interact with others who share their interests. Research by Aprizal et al (2016), Puspaningrum (2017), and Sutapa et al (2017) stated that the use of social media marketing has an influence on e-word of mouth.

H2: The use of social media marketing has a positive effect on e-word of mouth.**The Influence of Lifestyle on Consumer Purchasing Decisions**

Study Ramlah, Istiatin, & Mursito (2021) It can be seen that lifestyle can make someone have different opinions from others and express them on social media and become a debate. The lifestyle of generation Z determines their opinions and with the characteristics of generation Z who are outspoken and use internet facilities to express their opinions, generation Z will discuss it in forums (Vieira, Frade, Ascenso, Prates, & Martinho, 2020) Lifestyle brands, regardless of industry or product, embody the values, beliefs, aspirations, and attitudes of their specific target audience. They create a 'subculture' around their brand and embed it, along with their products, services, and stories, into the way their consumers live. The more a product is discussed in forums, the more people will be interested in purchasing it. Especially when the product is discussed in online forums and receives positive feedback, consumers will be more likely to make an online purchase. This description is supported by research by Bujor and Avsilcai (2016), and Pfano (2016) which states that lifestyle influences consumer purchasing decisions.

H3: Lifestyle has a positive influence on consumer purchasing decisions.**The Influence of Social Media Marketing Utilization on Consumer Purchasing Decisions**

To increase customer loyalty to a product or service, it is necessary to efficiently convey information to customers, especially if it can be done in a concise and organized manner (Laksamana, 2018). Providing this information is intended to arouse customer interest in learning more about, understanding more closely, and understanding the service provider, thereby encouraging customers to use the service. With technological advances, social media marketing is a very useful tool for marketers to introduce their products more widely, gain new market share, and also use it to influence consumers in making purchases. This description is consistent with research by Alnsour et al. (2018), Laksamana (2018), and Poturak & Softic (2019),

which states that the use of social media marketing influences consumer purchasing decisions.

H4: The use of social media marketing has a positive influence on consumer purchasing decisions.

The Influence of E-Word of Mouth on Consumer Purchasing Decisions

One factor that can influence consumers' decisions to make online purchases is word of mouth. Based on the characteristics of Generation Z, Generation Z often seeks online reviews of products they plan to buy (Sanjaya & Yuwanto, 2019). He got the reviews from discussion forums, and also from product testimonials given by other people previously (Sardar, Manzoor, Shaikh, & Ali, 2021). Furthermore, Generation Z often seeks out viral products and seeks feedback from their social circles online. Generation Z is more likely to trust the conclusions they draw from others who have already made a purchase and discuss it with people they consider "experts" who review the product online (Mirza, Djumarno, & Permana, 2021). So, with positive word of mouth online, Generation Z consumers will be able to decide to make a purchase (Slamet, Prasetyo, & Azmala, 2022). This argument is supported by research. Mirza et al., (2021; Sardar et al., (2021); and Slamet et al., (2022) which states that electronic word of mouth influences purchasing decisions.

H5: E-word of mouth has a positive influence on consumer purchasing decisions.

Research Framework

The theoretical framework describes the relationship between variables in this study as follows:

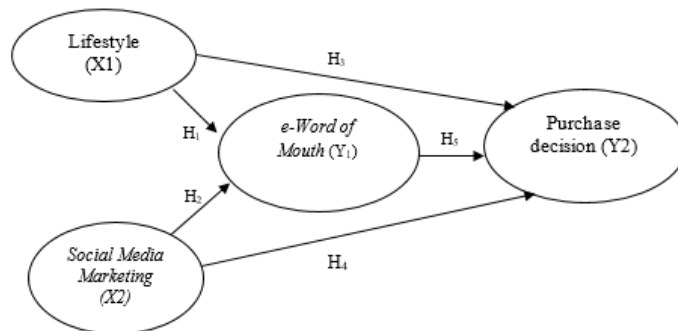


Figure 3. Theoretical Framework

3. Methodology

This study employed a quantitative approach with a causal research design to examine the influence of lifestyle and social media marketing on electronic word of mouth (e-WOM) and its impact on online batik cloth purchasing decisions among Generation Z. Primary data were collected directly from respondents using an online questionnaire structured on a seven-point Likert scale to measure all research variables, complemented by secondary data obtained from journals, scholarly articles, statistics on internet user development in Indonesia, and other relevant supporting sources. The population of this study comprised batik consumers in Indonesia, while

the sample was selected using purposive sampling with criteria including individuals who had purchased batik online, were familiar with the Berkain Bersama Movement, and were aged 17–25 years. A total of 119 respondents met these criteria and were included in the analysis, in line with the minimum sample size requirements for the structural model. Data collection was conducted through an online questionnaire distributed via Google Forms to accommodate the digital characteristics of the respondents. The data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (SmartPLS) approach, encompassing construct validity and reliability testing through confirmatory factor analysis, structural model evaluation to assess relationships among variables, hypothesis testing at a five percent significance level, and goodness-of-fit assessment to determine the model's suitability to the empirical data.

4. Empirical Findings/Result

Overview of Respondent Identity

This study involved 119 respondents, all of whom were batik consumers in Indonesia, had purchased batik online, and were aware of the Berkain Bersama Movement. Gender composition showed a female predominance of 60.5%, while males were 39.5%. This indicates that women are more interested in batik products and are more active in online fashion shopping and survey participation. Respondents' ages were fairly evenly distributed within Generation Z, with the 19-21 and 21-23 age groups dominating (30.3% each), followed by 23-26 age groups (21.8%), and 17-19 age groups (17.6%). All were digital natives who actively follow online trends and activities. Based on length of service, the majority of respondents (56.3%) had 1-5 years of work experience, while 26.9% had worked for more than five years, and the remainder for less than one year. These differences reflect variations in financial independence that can affect purchasing power, but all groups still demonstrated active consumer behavior towards batik. In terms of education, respondents were predominantly bachelor's degree graduates (37.0%), followed by diploma graduates (26.1%), high school graduates (25.2%), and master's degree graduates (11.8%). This relatively high level of education indicates good digital literacy, which supports respondents' tendency to make online purchases, including for batik products.

Convergent Validity

The results of the convergent validity test are as follows:

Table 2. Results of Convergent Validity Test

Variables	Indicator Code	Factor Loading	p-values	AVE	Information
Lifestyle	GH1	0.807	0,000	0.679	Valid
	GH2	0.803	0,000		Valid
	GH3	0.920	0,000		Valid
	GH4	0.756	0,000		Valid
<i>Social media marketing</i>	SMM1	0.758	0,000	0.608	Valid
	SMM2	0.787	0,000		Valid

Variables	Indicator Code	Factor Loading	p-values	AVE	Information
Positive e-word of mouth	SMM3	0.770	0,000	0.739	Valid
	SMM4	0.738	0,000		Valid
	SMM5	0.841	0,000		Valid
	EWOM1	0.866	0,000		Valid
	EWOM2	0.840	0,000		Valid
	EWOM3	0.781	0,000	0.717	Valid
	EWOM4	0.922	0,000		Valid
	EWOM5	0.883	0,000		Valid
	KP1	0.797	0,000		Valid
	KP2	0.899	0,000		Valid
Buying decision	KP3	0.853	0,000	0.717	Valid
	KP4	0.790	0,000		Valid
	KP5	0.889	0,000		Valid

Source: SmartPLS 4.0 Analysis Data (2025)

Convergent validity tests indicate that all variables in the research model meet the criteria for good validity. The Lifestyle variable has a factor loading value between 0.756 and 0.920 with an AVE value of 0.679, indicating a strong indicator contribution and good construct relevance. All indicators are statistically significant (p-value 0.000), confirming adequate convergent validity. For the Social Media Marketing variable, all indicators had loading values above 0.738 and an AVE of 0.608. SMM5 was the most dominant indicator. Good internal consistency is evident from the significance values of all indicators (p-value 0.000), which strengthens the construct's relevance in measuring digital marketing activities. The Positive e-Word of Mouth variable demonstrated very strong convergent validity, with loadings ranging from 0.781 to 0.922 and the highest AVE value of 0.739. EWOM4 and EWOM5 were the most representative indicators, and all indicators were statistically significant. The Purchase Decision variable also demonstrated good convergent validity, with indicator loadings above 0.790 and an AVE of 0.717. KP2 and KP5 had the largest contribution to the construct, and all indicators were significant (p-value 0.000).

Discriminant Validity Test

Discriminant validity in this study was carried out by testing *Heterotrait-Monotrait Ratio* (HTMT) can seen from the following table.

Table 3. Results of Discriminant Validity Test with HTMT

	Lifestyle	Buying decision	e-WOM	Social media marketing
Lifestyle				
Buying decision	0.793			
Positive eWOM	0.743	0.896		
Social media marketing	0.625	0.721	0.676	

Source: SmartPLS Analysis Data (2025)

The discriminant validity test based on the Heterotrait-Monotrait Ratio (HTMT) shows that all inter-variable values are below the threshold of 0.90, indicating that

each construct has a clear conceptual difference. The highest HTMT value was recorded between Purchase Decision and Positive e-Word of Mouth at 0.896, which is still within reasonable and acceptable limits. Meanwhile, the HTMT value between Lifestyle and Purchase Decision was 0.793, Lifestyle and Positive e-WOM was 0.743, and Lifestyle and Social Media Marketing was 0.625, all showing moderate to low correlations, strengthening the evidence of construct discrimination. The relationship between Purchase Decision and Social Media Marketing (HTMT = 0.721) and between Positive e-WOM and Social Media Marketing (HTMT = 0.676) also demonstrated adequate discriminant validity. All HTMT values obtained indicated that the constructs in the model did not overlap conceptually or statistically. Thus, it can be concluded that the research model meets the criteria for discriminant validity based on HTMT, and each construct in the model has been measured uniquely and is free from measurement bias.

Reliability Test

The reliability test uses composite reliability values and Cronbach's Alpha. The following are the reliability test results:

Table 4. Reliability Test Results

Variables	Cronbach Alpha	Composite Reliability (Rho c)	Information
Lifestyle	0.892	0.894	Reliable
<i>Social media marketing</i>	0.886	0.885	Reliable
<i>Positive e-word of mouth</i>	0.933	0.934	Reliable
Buying decision	0.926	0.927	Reliable

Source: SmartPLS Analysis Data (2025)

The reliability test results show that all variables in this study have excellent internal consistency. All Cronbach's Alpha and Composite Reliability (Rho C) values are above the minimum threshold of 0.70, indicating that the instruments used are reliable and stable in measuring their respective constructs. The Lifestyle variable recorded a Cronbach's Alpha of 0.892 and a Composite Reliability of 0.894, while Social Media Marketing showed values of 0.886 and 0.885, respectively, both indicating strong reliability. The Positive e-Word of Mouth variable has the highest level of reliability with a Cronbach's Alpha of 0.933 and a Composite Reliability of 0.934. Meanwhile, Purchasing Decisions also showed excellent results with a Cronbach's Alpha value of 0.926 and a Composite Reliability of 0.927.

R Square

After processing actual data on SmartPLS 4.0 with 119 respondents, this study obtained model testing results according to table 4.10.

Table 5. R Square

Variables	R square
<i>Positive e-word of mouth</i>	0.619
Buying decision	0.852

Source: SmartPLS 4 data processing (2025)

The R-Square test results indicate that the research model has strong predictive ability against endogenous variables. The R-Square value for Positive e-Word of Mouth is 0.619, which means that 61.9% of e-WOM variability can be explained by Lifestyle and Social Media Marketing. This value is included in the moderate to strong category, indicating that both exogenous variables have a substantial contribution in shaping consumer perceptions of e-WOM, although the other 38.1% is influenced by external factors such as personal experience or individual preferences.

Meanwhile, the Purchase Decision has an R-Square of 0.852, indicating that 85.2% of the variability in purchase decisions is explained by Lifestyle, Social Media Marketing, and Positive e-WOM. This value is considered very strong, reflecting the effectiveness of the model in predicting online batik cloth purchasing behavior among Generation Z. Only the remaining 14.8% comes from factors outside the model. Overall, these results indicate that the constructs used in the study have described the psychological and digital dynamics of consumers very well.

Hypothesis Testing

In conducting hypothesis testing, this study will use bootstrapping tests to obtain hypothesis analysis data on path coefficient values. Hypothesis testing in this study will look at the significance value < 0.05 and t value > 1.96 .

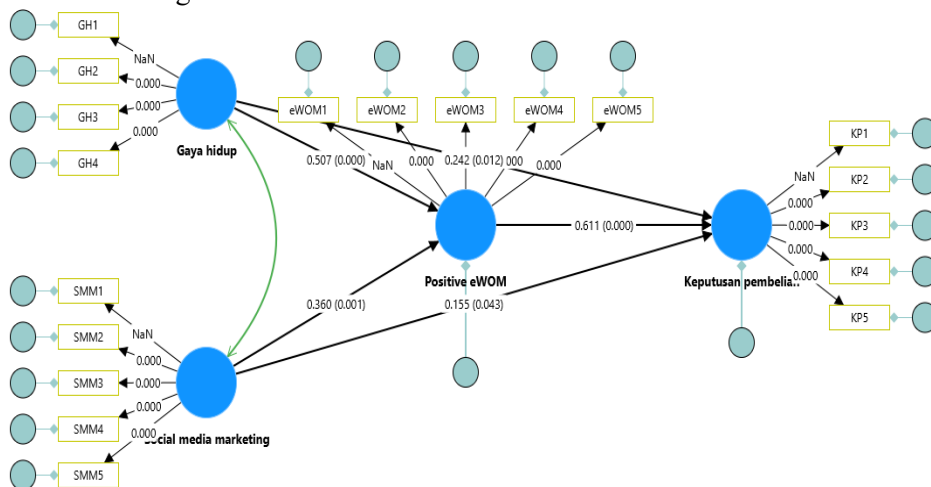


Figure 4. CB SEM Bootstrapping

Source: SmartPLS 4.0 Data Processing (2025)

Hypothesis testing with SmartPLS 4 shows the following results:

Table 6. Hypothesis Test Results

Hypothesis	Variable Relationship (Standardized)	Path coefficients	t- statistics	P-value	Conclusion
H1	Lifestyle has a positive influence on positive e-word of mouth	0.507	4,605	0,000	Accepted
H2	Social media marketing has a positive	0.360	3,221	0.001	Accepted

Hypothesis	Variable Relationship (Standardized)	Path coefficients	t- statistics	P-value	Conclusion
	influence on positive e-word of mouth				
H3	Lifestyle has a positive influence on purchasing decisions	0.242	2,266	0.012	Accepted
H4	<i>Social media marketing</i> positive influence on purchasing decisions	0.155	1,725	0.043	Accepted
H5	<i>Positive e-word of mouth</i> positive influence on purchasing decisions	0.611	6,407	0,000	Accepted

Source: SmartPLS 4.0 Data Processing (2025)

The table above shows that the five hypotheses tested yielded significant acceptance because they had a significance value of ≤ 0.05 at a critical value of ≥ 1.96 . Specific explanations can be reviewed in the following language.

1. H1: Lifestyle on Positive e-WOM

The test results show that Lifestyle has a positive and significant effect on Positive e-Word of Mouth ($\beta = 0.507$; $t = 4.605$; $p = 0.000$). This means that the higher the digital and modern lifestyle of consumers, the greater their tendency to spread or be influenced by positive e-WOM. This hypothesis is accepted.

2. H2: Social Media Marketing on Positive e-WOM

Social Media Marketing has been shown to have a significant effect on Positive e-WOM ($\beta = 0.360$; $t = 3.221$; $p = 0.001$). An engaging digital marketing strategy can shape positive consumer perceptions and encourage them to share their experiences. The hypothesis is accepted.

3. H3: Lifestyle on Purchasing Decisions

Lifestyle also has a positive influence on purchasing decisions ($\beta = 0.242$; $t = 2.266$; $p = 0.012$). Consumers with active and personal lifestyles tend to choose products that match their identity, including batik. The hypothesis is accepted.

4. H4: Social Media Marketing on Purchasing Decisions

Social media marketing has a significant but relatively small positive influence on purchasing decisions ($\beta = 0.155$; $t = 1.725$; $p = 0.043$). Although its contribution is not dominant, social media still influences consumer interest and confidence in purchasing. The hypothesis is accepted.

5. H5: Positive e-WOM on Purchasing Decisions

Positive e-Word of Mouth has the strongest influence on Purchasing Decisions ($\beta = 0.611$; $t = 6.407$; $p = 0.000$). Positive opinions and recommendations from other users have proven to be very effective in driving online batik purchasing decisions. The hypothesis is accepted.

Mediation Test

The testing of the mediation effect of this model is as follows.

Table 7. Mediation Test Results

Variable Relationship	Path coefficients	t-statistic	P-value	Conclusion
Positive e-word of mouthMediating the Influence of Lifestyle on Purchasing Decisions	0.306	3,340	0,000	Mediating
Positive e-word of mouthMediating the Influence of Social Media Marketing on Purchasing Decisions	0.231	2,741	0.003	Mediating

Source: SmartPLS 4.0 Data Processing (2025)

The results of the mediation test show that Positive e-Word of Mouth plays a significant role as a mediator in the relationship between exogenous variables and purchasing decisions. Lifestyle influences purchasing decisions not only directly, but also indirectly through positive e-WOM ($\beta = 0.306$; $p = 0.000$). A similar thing happens with Social Media Marketing, whose influence on purchasing decisions is also mediated by e-WOM ($\beta = 0.231$; $p = 0.003$). These findings confirm that e-WOM is an important channel in strengthening the influence of lifestyle and digital marketing on online batik purchasing decisions, especially among Generation Z.

5. Discussion

The findings of this study confirm that lifestyle plays a crucial role in shaping positive electronic word of mouth (e-WOM) among Generation Z consumers in the context of online batik purchases. This result is consistent with the concept of e-lifestyle proposed by Wijaya et al. (2020), which emphasizes that Generation Z consumers tend to express their identity, values, and aesthetic preferences through digital platforms. A lifestyle that values self-expression, cultural appreciation, and visual aesthetics encourages consumers to actively share experiences, opinions, and recommendations online. In the context of batik as a cultural product, this behavior is reinforced by the symbolic meaning of batik as part of Indonesian cultural identity and pop culture (Angkawijaya et al., 2021; Sanjaya & Yuwanto, 2019; Steelyana, 2012). Generation Z consumers who perceive batik as aligned with their lifestyle are more likely to generate positive narratives and visual content on social media, strengthening e-WOM credibility (Ismagilova et al., 2021; Wijaya et al., 2020). This finding also supports the argument that lifestyle-driven consumption is not merely functional but deeply symbolic, especially for cultural products (Atika et al., 2020; Darmansa et al., 2019; Suleman, 2017).

Furthermore, the study demonstrates that social media marketing significantly influences the formation of positive e-WOM. This result aligns with previous studies emphasizing the role of social media marketing activities in stimulating consumer engagement, brand interaction, and voluntary information sharing (Ismail, 2017; Townsend et al., 2019; Yadav & Rahman, 2018). High-quality visual content, interactive communication, and authentic storytelling enable brands to build emotional connections and self-expressive value, which in turn motivate consumers

to share positive experiences (Algharabat, 2017; Bilgin, 2018; Jayasingh, 2019). For Generation Z, who are highly active digital natives and rely heavily on social platforms for product evaluation, social media functions as both an information source and a social validation mechanism (Bialy, 2017; Kotler et al., 2017; Vieira et al., 2020). In the batik industry, effective social media marketing helps reposition batik from a traditional artifact into a contemporary lifestyle product, making it more relevant and shareable among younger consumers (Aruman, 2015; Handoyo, 2021).

The results also indicate that lifestyle directly influences purchasing decisions. This finding supports prior research suggesting that consumer purchasing behavior is strongly shaped by lifestyle congruence, self-image, and personal values (Ramlah et al., 2021; Xiao et al., 2018). Generation Z consumers tend to prefer products that reflect their identity, comfort, and aesthetic orientation, making lifestyle alignment a key determinant of purchase decisions. In the context of batik, consumers are more inclined to purchase when batik designs, narratives, and usage fit their daily activities and fashion preferences (Sanjaya & Yuwanto, 2019; Atika et al., 2020). This result reinforces the notion that cultural products must adapt to contemporary lifestyle trends to remain attractive in the digital marketplace (Angkawijaya et al., 2021; Trejo, 2021).

Similarly, social media marketing was found to positively influence purchasing decisions. This finding corroborates earlier studies indicating that social media content plays a vital role in shaping consumer perceptions, reducing perceived risk, and enhancing purchase confidence (Alnsour et al., 2018; Diantari & Jokhu, 2020; Poturak & Softic, 2019). Consumers increasingly rely on social media to evaluate product quality, authenticity, and brand credibility before making online purchases (Niu & Zhang, 2022; Yadav & Rahman, 2018). In the case of batik products, social media marketing provides visual assurance, storytelling, and peer validation that bridge the gap between traditional craftsmanship and modern consumption patterns (Gunelius, 2011; Funk, 2013).

Most importantly, the study confirms that positive e-WOM is the most dominant factor influencing online batik purchasing decisions. This finding aligns with prior research highlighting the persuasive power of e-WOM in reducing uncertainty and enhancing trust in online environments (Mirza et al., 2021; Sardar et al., 2021; Slamet et al., 2022). For Generation Z consumers, peer reviews, testimonials, and user-generated content are perceived as more credible than brand-generated messages (Mantiri et al., 2022; Ismagilova et al., 2021). Positive e-WOM acts as social proof that validates product quality and cultural relevance, accelerating decision-making and strengthening purchase intentions (Huang et al., 2018; Zhong & Moon, 2020).

Additionally, the mediating role of positive e-WOM highlights its strategic importance in linking lifestyle and social media marketing to purchasing decisions. This finding supports the view that marketing effectiveness in the digital era depends not only on brand communication but also on consumer participation in content creation and dissemination (Grubor et al., 2017; Yadav & Rahman, 2018). In the context of batik, positive e-WOM helps preserve cultural values while simultaneously

enhancing market competitiveness, demonstrating how cultural heritage can thrive through digital engagement (Aruman, 2015; Steelyana, 2012).

Overall, these findings contribute to the literature by confirming that the integration of lifestyle orientation, social media marketing, and positive e-WOM is a critical strategic framework for influencing Generation Z purchasing behavior. This study extends previous research by emphasizing the unique position of batik as both a cultural heritage and a lifestyle product in the digital economy, offering important implications for cultural branding, digital marketing strategy, and sustainable creative industry development in Indonesia.

6. Conclusion

This study concludes that lifestyle and social media marketing have a positive influence on positive e-word of mouth and online batik purchasing decisions by Generation Z. A lifestyle that aligns with aesthetic values and self-identity encourages consumers to provide positive reviews and make purchasing decisions with greater confidence. Informative and engaging social media marketing also increases trust and triggers the creation of positive e-WOM. The most dominant finding is that positive e-word of mouth plays a significant role in purchasing decisions, making it a key factor in driving purchase intention. Social validation through other users' reviews has proven more convincing than brand promotion. Overall, the combination of these three variables reflects the importance of digital marketing strategies integrated with lifestyle and communication between consumers in strengthening purchasing decisions for cultural products such as batik.

This study has limitations in terms of respondent characteristics and the scope of the qualitative data. All respondents were aged 17–25 and had been exposed to the Berkain Bersama Movement, so the findings more closely reflect the preferences of the digitally active Generation Z. This condition limits generalizability because lifestyle patterns, responses to social media marketing, and e-WOM behavior may differ among other age groups such as adult professionals, batik collectors, or conventional consumers. Furthermore, the qualitative approach involved only five informants, which, while providing in-depth insights, does not fully represent the diversity of backgrounds, emotional motivations, and sociocultural dimensions of batik consumers in general. Further studies are expected to reach a more heterogeneous population with a larger number of informants to produce a more comprehensive understanding.

Policy implications indicate that the lifestyles of the younger generation are now driving demand for batik that is more modern, comfortable, and in line with personal identity, so the creative industry needs to support design innovation and training for MSMEs to be adaptive to consumer trends. In terms of social media marketing, the use of social media by batik makers is still not optimal, especially in presenting informative and educational content; therefore, digital marketing training, cultural storytelling, and visual strategies are urgently needed to increase online

competitiveness. Positive e-word of mouth has been proven to be very influential in purchasing decisions, so policies should focus on strengthening communities, collaborating with loyal customers, and empowering user review content to build a digital reputation and market trust sustainably.

Future research is recommended to expand the scope of respondents to more diverse age groups and geographic settings, such as adult consumers, collectors, and non-urban areas, to capture broader cultural differences and preferences; in addition, a longitudinal approach and the use of more complex analytical models such as moderated mediation or multi-group analysis need to be considered to understand the dynamics of relationships between variables as lifestyle trends and digital marketing change.

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