



A STUDY ON THE ACCEPTANCE OF SABAH BATIK AMONG LOCAL PEOPLE

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ABSTRACT

The main concern of this study is to address the acceptance of Sabah batik among local people. Specifically this paper will future investigate as to improve efforts for Sabah batik in order to be competitive advantage than the other competitors and the attractiveness of influence or persuade local people to accept or support batik. A field survey via structured questionnaire was conducted on 150 respondents. The data were analyzed descriptively. The most significance finding is that the majority male and female respondents have same primary criteria in purchasing Sabah batik with design criteria. The other findings indicate that both gender male and female have same neutral perception on Sabah batik quality. Furthermore, male respondents have neutral perception on the affordability of Sabah batik price and female respondents agree with the statement. The conclusion is that the way of how the batik entrepreneur to improving the livelihood of Sabah batik is important in order to increase the acceptance of Sabah batik among local community. By identifying the marketing strategies, this research will provide batik entrepreneur some guidance and it will to find the effective ways in improving the livelihood of Sabah local product batik.