

# Generation Z Profile in Consumption Experience Using Local Fashion Brand Products

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**Abstract**—Fashion products are quite important needs for generation Z as their identity. However, fashion needs are certainly not prioritized during the Covid-19 pandemic. Generation Z's perception of the need for local fashion brands can be an option due to concerns about foreign brands. This research was conducted during the New Normal and aims to determine the experience of consumption of Generation Z on local fashion products. The consumption of fashion products is dominated by women, aged 20-21 years. Most of them like shopping at the mall and the respondents' fashion role models are celebrities. The experience of consuming local fashion products is quite high when viewed from the time to get to know fashion, spending money on fashion, duration of using fashion, and frequency of using fashion. During a pandemic, they rarely buy fashion products in terms of the frequency of purchases. The duration of using fashion is quite long when it is associated with fashion shopping expenses. The duration and frequency of using this fashion are also quite long and high in relation to the age of the respondents. This consumption experience illustrates that the consumption of local fashion products is still in demand by young consumers so that they do not always choose foreign brands.

**Keywords**—local fashion products, consumption experience, generation Z

## I. INTRODUCTION

Fashion is a need that is prioritized by individuals as self-identity. Fashion represents individual status in society so that wearing certain fashion will change the image of the individual in the eyes of others [1]. Individuals feel very confident if the fashion they wear is liked by others. Fashion is not just for necessity but leads to the desire to appear fashionable and stylish. The fashion that is worn is depending on the taste of the individual who wears it.

The young generation now tends to follow western culture which is very far from the comparison with the norms and customs of our nation. This generation is ashamed of using local products because they think local products do not keep up with the times. Evelyn [2] argued that Indonesians tend to prefer to consume imported products and avoid using domestic products. This happens because most consumers carry out their consumption activities for the sake of determining their

identity. They are pursuing a trend that is growing in society, and this self-status can only be found by consuming a lot of products that are considered to be able to elevate their identity [3].

Several reasons why foreign brands are preferred is because local products are of low quality at a high enough price, local businesses will choose to reduce the sweet appearance of their product packaging with the reason to reduce the price of their products so they don't too expensive when compared to foreign products, local businesses will usually imitate innovations from foreign products, especially products related to fashion. Foreign products are usually specially packaged to be sold at certain outlets and usually have a strategic location [4].

Fashion choices are related to one's need for self-esteem and therefore fashion designers and producers must be creative to meet consumer needs [5]. Likewise, consumers who are still young who tend to follow western culture which is very far from the comparison with the norms and customs of our nation. This generation is ashamed of using local products because they think local products are not up to date with the several reasons previously mentioned. Generation Z is also called the iGeneration or internet generation. Generation Z who were born in 1995-2010, the generation who entered the workforce [6]. Fashion as a product that reflects self-identity can be a concern for gen Z. Some of the characters of Generation Z are a lack of commitment, relationships with other people tend to be virtual, their life goals are only for the present without thinking about the future, have speed in accessing information [7]. Generation Z in wearing fashion will pay attention to several things related to generation Z characters who have fast access to information, one of which is fashion-related information.

The Covid 19 pandemic currently hitting the world has affected all sectors, especially the economy. This impact, first, is closely related to people's purchasing power of products, especially fashion, because most people first fulfill their basic needs. The Covid 19 pandemic has changed the mindset of some people in doing the shopping experience, especially shopping for foreign fashion brands. The second impact, namely concerns about products imported from abroad.

Generation Z as young people who have fun with fashion will tend to reduce their frequency in shopping for fashion. This research will highlight Generation Z's experience in shopping for local brand fashion before the New Normal happened.

Based on the tendency of young people who have an interest in foreign brand fashion compared to local brands, this study aims to find out how the consumption experience of Generation Z with local fashion products. Holbrook and Hirschman [8] reconceptualize consumption activities as a series of experiences and [9] identify terms from experiential marketing, understand consumer experiences before, during, and after consumption and determine how these experiences shape customer responses [10]. Kwortnik and Ross [11] define a consumption experience as the interaction of a consumer with a product that is 'pleasant, memorable and meaningful'.

This study tries to describe the factors that occur in Generation Z's consumption experience of local fashion brands. Everyone in Generation Z has a different demographic background so they have different experiences in consuming local fashion. Consumption experience as the only variable to explain these factors. Generation Z is accustomed to seeing foreign brands as their fashion choice so it is necessary to know their perceptions by describing their consumption experience of local brand fashion. So far, no research has been found regarding the consumption experience of local fashion brands because previous research has focused more on brand experience.

## II. METHODS

### A. Survey Instrument

This study consisted of 1 variable, namely Consumption Experience. This consumption experience variable has 4 items. The study used a 5 point Likert scale from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). This study uses a demographic description of the study including gender, education level, age, consumption expenditure, fashion expenditure.

### B. Sample

The population of this research is teenage consumers aged 17-25 years who have purchased local fashion brand products at online shops or fashion stores/ outlets in Semarang and Solo, Indonesia. Semarang is a city that is included in the 10 rankings of Creative Cities in Indonesia because it is considered quite superior in developing the fashion subsector as a creative city since 2016 [12]. Solo is a city of culture so that its people have a habit of loving local culture. The sample characteristics used are those who have purchased local brand fashion products at online fashion stores and outlets, aged 17-25 years, buyers and users of local brand fashion products obtained from online stores and outlets.

### C. Data Analysis

To analyze the data, this study used SPSS to describe the profile of adolescents aged 17-25 years related to their consumption experience of local fashion brands before the Covid-19 pandemic.

## III. RESULTS

### A. Profile Respondent

The age of the respondents in this study was 17-25 years old because generation Z was born in the 1995-2010 period. The age of respondents had the largest distribution in the age range of 20-21 years at 65%. The sex of the most respondents is women (74%). The education level of the respondents is a high school graduate (85%). Respondents spend money for their daily needs other than shopping for fashion is > Rp. 471,000 - Rp. 892,000 (36%). This research is about the consumption of generation Z regarding the consumption of local brand fashion. It is known that the respondents spent Rp. 50,000 - Rp. 328,000 (58%). Respondents prefer shopping at the mall before the pandemic (59%). The sample characteristic of respondent show in table 1.

TABLE I. SAMPLE CHARACTERISTIC

Criterion	Characteristic	Valid %
<b>Gender</b>	Male	26
	Female	74
<b>Education</b>	High school graduate	5
	Diploma graduate	85
	Bachelor Graduates	3
	High school graduate	7
<b>Age (years)</b>	16-17	5
	18-19	22
	20-21	65
	22-23	4
	22-23	4
<b>Consumption expenditure</b>	50.000 - 471.000	27
	> 471.000 - 892.000	36
	>892.000-1.313.000	15
	> 1.313.000 - 1.734.000	10
	> 1.734.000 - 2.155.000	5
	> 2.155.000 - 2.576.000	2
	> 2.576.000	2
	Don't know	3
<b>Fashion spending</b>	50.000 - 328.000	58
	>328.000 - 606.000	22
	> 606.000 - 884.000	2
	>884.000- 1.162.000	5
	>1.440.000 - 1.718.000	1
	>1.718.000	1
	Don't know	11
<b>Preferred shopping places</b>	mall	59
	outlets / shops	22
	online store	17
	other	2
<b>Local brands that are often purchased</b>	Cosmetics (Wardah, Make Over, Pixy, Purbasari, Implora, Emina Cosmetics)	51
	Clothing (Executive, Gaudi, Colorbox, Batik, Minimal, Erigo, berrybenka, Rown Division, Triset, Osella)	38
	Bag (Elizabeth, eiger)	6
	Shoes (Yongki Komaladi, Buccheri)	5

Note: sample size=100

**B. Consumption Experience**

The Consumption Experience variable is described by the descriptive statistics in table 2 below with a mean value of 3.6950 which can be concluded that the respondents have a high consumption experience [13] of local brand fashion products.

**TABLE II. DESCRIPTIVE STATISTICS OF VARIABLE "CONSUMPTION EXPERIENCE"**

	N	Minimum	Maximum	Mean	Std. Deviation
CE	100	2.00	5.00	3.6950	.72088
Valid N (listwise)	100				

Note: CE= Consumption Experience

Respondents' perceptions in Table 3 regarding their consumption experience of local brand fashion can be seen from several indicators with the time it takes to study fashion, spend money on fashion shopping, the length of time using local brand fashion, the frequency of wearing local brand fashion [14]. The behavior of consumers to look for products that are considered important to them will give rise to prior consideration [15]. Likewise, regarding the selection of a local fashion brand, consumers need to do their own research to avoid the risk of loss due to the product in question. Consumer behavior as activities directly involves obtaining, consuming and disposing of products and services, including the decision-making process that precedes and follows these actions [16]. How much someone is willing to spend a certain amount of money depends on consumer interest and confidence in a particular brand. Product consumption is determined by how long you use the product because it creates a separate experience to then repeat the same purchase. This will also be followed by the desire to repeat purchases of the same brand by frequently using the brand.

**TABLE III. RESPONDENT'S PERCEPTION OF CONSUMPTION EXPERIENCE (%)**

	SA	TA	NA	TD	SD	mean
It takes time to learn about local fashion brands	14	33	41	11	1	3.4800
Spending a lot of money on local fashion brands	13	21	47	18	1	3.2700
It has been a long time using local brand fashion	38	29	29	4	0	4.0100
Often use local fashion brands	40	27	28	5	0	4.0200

Note: SA= strongly agree; TA= tend to Agree; NA= Neither Agree nor Disagree; TD = tend to disagree; SD = Strongly to disagree

Based on the mean in table 3, it can be seen that the highest mean on the old item is wearing local brand fashion,

and the lowest mean on the item is the amount of money spent on shopping for local brand fashion.

**IV. DISCUSSION**

Holbrook and Hirschman said that experience consumption is a multidimensional form and belongs to the hedonic dimensions such as emotions, feelings, pleasures, and fantasies. The consumption experience can be classified into high and low according to product characteristics [17]. Local fashion brands have different product characters, of course, each of these brands has local Indonesian values. National brands also package their products so that they attract young people. Local brands such as Wardah cosmetics, Make over, Purbasari, Citra, Pixy, clothes sold through fashion outlets, local clothing lines are the products that Generation Z is interested in. This research found that of the respondents, most of them have experience of consuming cosmetic products, this can be proven by their fashion expenditures ranging from Rp. 50,000.00 - Rp. 328,000.00. Fashion purchases also have a rare tendency to buy fashion within 1 month because their purchases are cosmetic products. The price of local cosmetics with the lowest price ranges even below Rp. 10,000.00. Based on the status of respondents, most of them are high school graduates and university students, so they do not have regular income. This will have an impact on his purchasing decision. The amount of fashion expenditure in Generation Z is lower than other generations [18].

The type of local brand fashion purchases by respondents has its own value for them because the value of fashion products is seen from the benefits they get from purchasing these products. Although the value of the product is insignificant, it can be obtained from the consumption experience of the respondent. Respondents' type of fashion purchases depend on their income level, but their consumption experience is pleasant and chooses to see the aesthetics of the product in the hope of having a pleasant experience [14].

The experience has an unforgettable value when shopping. This study found that respondents chose local fashion brands that mostly were local cosmetics. This is very natural because most are women. Women have a dream to always be beautiful by taking care of their skin regularly with safe cosmetic or skin care brands. A study from the ZAP Beauty Index 2020 revealed that 81.7% of respondents prefer to use skincare and only 1.7% of respondents who choose makeup alone is enough. ZAP in collaboration with Markplus Inc, conducted a comprehensive survey on the beauty industry in Indonesia, namely ZAP BEAUTY INDEX. The index is used to capture 3 customer behavior journeys from 3 generations (generation X, Y and Z). This research shows that Generation Z prefers cosmetic products over other fashion products so that the results are consistent with the results of the 2020 ZAP survey that almost all generation Z expenditures are spent on cosmetics.

Based on the mean results on the Consumption Experience variable, the highest mean result is the level of frequency of respondents using local fashion brands. This shows that

generation Z consumers have loyalty to local brands because they use them frequently. Based on the findings of this study, the fashion expenditure is not that large and the expenditure is mostly used for cosmetic products. Cosmetic products are products that need attention because consumers must be careful with the ingredients in them, so that if they already have a positive consumption experience for one brand, consumers will repeat the same purchase. Several previous studies found a tendency that loyalty is easily formed from cosmetic products [19-21]. The lowest mean of the variable consumption experience is spending money on local brand fashion shopping. This shows that the purchasing power of respondents in this study is low because their fashion purchases tend to be cosmetic products, which on average are not too big in value compared to other fashion products.

#### V. CONCLUSION

Based on the research results, recommendations are given to local fashion brand entrepreneurs to pay attention to the needs of generation Z so that this generation will continue to pay attention to and use local products. This need can be adjusted to the characteristics of generation Z itself by conducting research on the needs of generation Z fashion. Entrepreneurs or fashion designers can create products with these adjustments. For retail entrepreneurs, it is necessary to design a layout, atmosphere or store environment and store atmosphere in order to enhance a pleasant experience for consumers. Generation Z consumers pay more attention to local products to appear on a daily basis because local products have been able to compete with imported brands.

The limitations in this study are the small number of samples and the number of items used to measure the consumption experience so that the variation in value does not vary and lacks in exploring the consumption experience of generation Z.

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