

## **Generation Z Consumer Behavior Towards Local And Imported Fashion Products**

Lin Yan Syah<sup>1</sup>; Dedi Rianto Rahadi<sup>2</sup>; M Mifta Farid<sup>3</sup>

Selero College of Economics, Lahat<sup>1</sup>; Univ President, Kota-Cikarang, West Java<sup>2</sup>;

Univ-Islam Raden Fatah, Palembang<sup>3</sup>

Email: linyansyah@gmail.com<sup>1</sup>; dedi1968@president.ac.id<sup>2</sup>;

mmiftahfarid\_uin@radenfatah.ac.id<sup>3</sup>

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### **Abstract**

Indonesia's domestic market, which is a very broad market with a very dense total population which can be estimated at around 270 million people (BPS, 2021). Such a large domestic market can push the possibility of forming a strong competition or competition between imported products and local products. Increasing local brands is a strategic step that is useful to show or introduce Indonesian-made products to the global market. The purpose of this research is to understand the attitudes of Generation Z consumers towards local and imported fashion brands.

The research methodology uses a descriptive qualitative approach. Data collection using questionnaires can be explained according to student behavior on the use of local fashion brands and imported fashion. In Generation Z, both men and women, do not tend to buy imported fashion products, do not tend to buy the latest imported brand brand clothes, do not agree to buy different imported brand products with the same quality and lack confidence in wearing imported fashion brand clothes, but like to buy product clothes quality imports.

With the quality of the product, it can be the first benchmark in product evaluation and this also depends on the attitude of the consumer. The results of the study explain that Generation Z men and women, tend to buy local fashion products, tend to buy the latest local brand clothing models, like to buy quality local clothes, often buy different local brand products but the quality is the same and are more confident by wearing fashion clothes. local brands. Therefore, it can be concluded that most of Generation Z are more likely to buy local brand fashion products. And for the quality of local products, you can say that they are not far behind imported products, so it can be said that local products can compete with imported products.

**Keywords:** Import fashion, Local fashion, Quality, Buying, Brand

## **INTRODUCTION**

Indonesia's domestic market, which is a very large market with a very dense total population that can be estimated to be approximately 270 million people (BPS, 2021). Such a large domestic market can urge the possibility of a strong competition or match between imported products and local products. The size of the domestic market, can urge a local entrepreneur and marketer to be increased on local brand products. In the formation of marketing in Indonesia shows that products from outside are outperforming in the Indonesian market (Kussudyarsana, 2016).

Improving local brands is a strategic step to show or inform Indonesian products into the market in the country let alone the global market. In improving local brands, it is not easy to try. There may be obstacles internally or externally that can limit brand development.

In marketing, brands have a very meaningful meaning. Brands are not only the identity of a product, but share the reflection and energy of selling something (Singh, 2018)

To be able to improve the quality of the product, until the need for an appropriate policy is needed, branding is needed. Branding is the use of names, designations or descriptions or combinations in describing a product (Singh, 2018).

Brands are also created to be able to increase value to a product and can distinguish it in other products that have similar or similar features (Singh, 2018).

In the industry in Indonesia, it is very often using foreign brand policies whose benefits only increase the quality of brands of goods or related products. And what is desired in the brand can share good results and that are in line with the characteristics and identity on the brand. The position of impression on a punamat sale is meaningful. The assumption in a product is the determination, management, and understanding of sales and areas in a business for someone (Kussudyarsana, 2016). The view of a product can be influenced by one's attitude.

For an entrepreneur or marketer, in the use of foreign brands is intended to be able to attract consumers to want to buy something. Because with the use of foreign brand names, the quality of a product is expected to increase so that something of the product can have strong energy, rather than the use of local brands. In wearing this strategy is usually called forforeign branding. The main purpose of this strategy is to be able to influence the cerminan of a consumer. In foreign branding strategies, this is generally used in order to avoid poor

health in a product, or to improve the quality of a product. A bad impression on a product can generally affect the effect of a person on a product.

Brands provide some benefits to manufacturers or consumers. said with the presence of a brand, residents find assurance about the quality of a product is to get data related to the brand. Merk is recognized by the citizens creating the industry to add product innovation to face competition. On the contrary, to create a brand is certainly useful to carry out market sharing, attract consumers to buy products from the brand and share protection on the products produced (Fajrianti & Farrah, 2005) . The general thing created in Indonesian brands, where it has quality, that in fact the existence in local brands today continues to be solid. Thus, in the country that grows listed in the country of Indonesia is a local brand is generally known at a relatively affordable price. In some types of products such as cigarettes, cosmetics, coffee, detergents, and medicines used from local brand products can in fact rival foreign brands that have been produced by the international industry. They are not able to compete in the market space, but also able to quality quality and price. . The purpose of this research is to understand the attitude of Generation Z consumers to local and imported fashion brands.

## **LITERATURE REVIEW**

In comparison of the research results of local brands and global brands usually focus on several issues, such as the country of origin and culture of origin, consumer ethnocentrism, consumer hostility and global brand assumptions (Sudarti, 2017).

From some of the number of knowledge studies reported that in the name of international brands are more in demand compared to local brands. Because, the concept of facing a global brand has a more advanced quality, wanting to follow the lifestyle that exists in developed countries, and so on.

In general, in global brands are more likely to be successful in the category of products that have a high profile and high payments, while for local brands are more favored by consumers for everyday products (Sudarti, 2017).

In marketing, the role of a brand or brand is certainly very important. By definition of a brand, name, name, characteristic, symbol or combination that becomes something proof of self or identifying characteristics of something or product (Kotler, 2000). In a brand there is

an agreement from an industry or company in order to be suitable in distributing features, benefits, and services to consumers in a product. In addition to sharing a proof of self or identifying characteristics to a product, brands also have specific reflections that can increase the number of sales of a product or can also reduce the number of sales. Brand is something that can urge consumers or customers in making a purchasing decision on a product. The name of a brand can also be influenced by the perception of consumers or customers towards a product (Kussudyarsana, 2016). A successful brand, that is, can attract consumers so that consumers become loyal to something product. In this era, there are many well-known brands or brands that are favored or liked by the people of Indonesia, namely among the teenagers of Generation Z or Gen Z in choosing a product, especially fashion products. As we know fashion is getting more and more touching in everyday life.

In fashion it can also influence us with what we wear or wear. By wearing clothes that follow fashion is able to show the personality in us. Among generation Z today tends to be able to fall into the category of fashionable or modern because it always follows the times. Fashion can be interpreted as a way of dressing that defines the appearance of a person. One of the things that cause fashion to be very popular is because fashionable clothes, accessories, and other fashion objects are very easy to see even if only at a glance.

A labeled bag, expensive shoes, elegant jewelry, and the latest model hairdressing can quickly prove a person's social status. Until fashion continues to change from time to time and certainly requires a very large fee. In Generation Z, they also compete to always explore trends or let alone try to become trendsetters. Meanwhile, the trend is designed to always change and this stimulates a consumptive lifestyle (Tyaswara et al., 2017). From this explanation , it can be seen that fashion is very attached to the style that is desired and the individuality of a person.

In the results of the 2020 population census in Indonesia, there are about 270.20 million people consisting of more men than the number of women. The male population amounted to 136.66 million people or about (50.58%), and while the female population amounted to 133.54 million people (49.42%). Then the results of the 2020 population census show the composition of the Indonesian population by category including generation Z born from 1997-2012 (BPS, 2021).

Experts say with this that Generation Z has a behavior of individuality that is different from the previous generation. In 2017 there was a writer and Member of Generation Z, Ryan

Jenkus. In his article he said that with generasi Z has expectations, preferences and perspectives of work that are very different and are also considered challenging to an organization.

The personality and behavior of Generation Z is very diverse, broad-spirited and has an impact on the culture and views of the wider community. Generation Z can also use technological changes in their lives. The technology used by them is the same as they breathe. This is important because of the age movement. Based on data on the development of Indonesian exports and imports, there is a tendency in Indonesian imports to continue to increase.

The productiveness of generation Z consumers is more to always use products from abroad because they consider that the product is of good quality. In this behavior experiences some of the elements that can be influenced by the attitude of customers or customers, namely friends, influences from family, culture, media, public figures, influences from certain social groups, economic environment, social status and the role of consumers in society, marital status and personality type. Macroeconomically, increased use by generation Z can boost national income if the product or service is a domestic product. But if the opposite happens, it will actually endanger the economy of Indonesia.

## **RESEARCH METHODOLOGY**

The research method is carried out with a descriptive qualitative approach and data collection is carried out with the spread of kuesioner.

The data needed is the main data in the form of data about the perception of Generation Z respondents about a local and foreign product name. To receive the data, researchers distributed questionnaires to respondents. Questionnaires are distributed directly to Generation Z. Researchers distributed 100 questionnaires.

Agar can carry out good research and correctly needed knowledge and expertise in research procedures. The terms and rules in research must be used as guidelines in carrying out each research activity (Hermawan & Amirullah, 2016). In this research, research objects in the form of products using local and imported fashion products. Fashion products intended for this research include clothing, pants, bags, and shoes. This is because the information

from BPS shows that some of these items are very much used by Generation Z. Not only that, the need for the use of these items has become a reference for Generation Z in general (Setiawan, 2014).

Local brand products interpreted in this research are all fashion products made in the country. Examples of product brands such as: Dagadu, Damn I Love Indonesia, Joger, Bagteria, and The Executive. Imported brand products interpreted in this research are all modern products made abroad and sold to the country of Indonesia. For example, Coconut Island, Guess, Zara, Manggo (Setiawan, 2014).

The information used in this research is primary information obtained through the distribution of quercetin to 100 Generation Z. The questionnaire used in this study includes 3 parts. The initial part is the respondent's self-proof of a kind of nama and gender. The second and third sections contain 5 closed issues that aim to recognize the behavior of Generation Z against local and imported fashion products.

Analysis of this research is carried out descriptive methods by using a quantitative approach. The information obtained in the results of the distribution of questionnaires will be outlined according to Generation Z's behavior towards the use of local and imported fashion products.

## RESULTS

The overall results of the riset information obtained from the distribution of 100 questionnaires to Generation Z can be displayed in the following table:

**Table 1. Descriptive Statistics results on Local Brand Shopping Lifestyle**

N O	Questionnaire	Valuation				
		%STS	%TS	%CS	%S	%SS
1	I tend to buy local fashion products.	1.9	1.9	26.2	41.1	29
2	I tend to buy the latest model local brand clothes	0.9	13.1	28	34.6	23.4
3	I like to buy quality local brand fashion clothes	0	1.9	10.3	34.6	53.3
4	I often buy local brand products with different brands but the same quality	0	4.7	16.8	37.4	41.1
5	I am more confident in wearing local brand fashion clothes than outside brands.	6.5	9.3	34.6	25.2	24.3

When viewed in terms of shopping life, local brands generally Generation Z tends to buy local fashion products. In terms of purchasing the latest model clothes, Generation Z tends to buy the latest model local brand clothes. In addition, Generation Z also pays attention to the quality of brand products, so many buy quality local brand fashion clothes. Many of Generation Z buy different local brand items but the quality is the same. Some of the Generation Z people who feel confident will use local brand fashion clothing rather than outside brands.

Sourced from the above, it can be said that Generation Z of local fashion products obtained in general, that the results obtained are not much different from the results of the analysis in general contained in the questionnaire. Both Generation Z Men and women, Tend to buy local fashion products, tend to buy the latest model local brand clothes, like to buy quality local clothes, often buy different local brand products but I have the same quality and more confidence by wearing local brand fashion clothes.

**Table 2. Descriptive Statistical Results on Brand Imported Shopping Lifestyle**

NO	Questionnaire	Valuation				
		%STS	%TS	%CS	%S	%SS
1	I cenderung buy Imported fashion products	5.7	34	31.1	24.5	4.7
2	I'm afraid to buy the latest imported brand clothes	8.4	32.7	29.9	22.4	6.5
3	I like to buy quality Imported fashion brands	5.6	21.5	23.4	26.2	23.4
4	I want to buy Imported brand products with different brands but the same quality	7.5	23.4	33.6	20.6	15
5	I am more confident in the fashion clothing brand Imported than the local brand	13.1	28	35.5	17.8	5.6

When viewed in terms of life shopping for imported brands, generation Z generally leads to less interest in buying imported fashion products. In terms of purchasing the latest model clothes, Generation Z also tends not to like to buy the latest imported brand clothing. For the quality of imported products, Generation Z also pays attention to the quality of imported products, so many agree with buying imported brand fashion clothes according to their quality. . Many of Generation Z do not agree in buying imported products differently

but the cauldron is the same. Some of the Generation Z people who do not feel confident will use imported fashion brand clothes rather than local.

From the source of the liability, it can be said that Generation Z against imported fashion products obtained in general, that the results obtained are not much different from the results of the analysis. In general, it is contained in the questionnaire. Both Generation Z Men and women, lacking interest in buying Imported fashion products, do not tend to buy the latest imported brand clothing, like to buy product clothes Quality imports, do not agree to buy products of different imported brands but the same quality and lack confidence by wearing imported brand fashion clothes.

## **Discussion**

Karakteristic or quality in the product can be used as the main characteristic in product measurement and this is also related to the user's personalization. Just as the same with local brand products and imported brands that have quality is certainly different in the view of Generation Z, where from some Generation Z argues that products with local brands have a price that tends to be affordable, but that the imported brand quality is superior to local brand products (Shafer, 2017)

Consumers today can sort out which feels in accordance with their self-form, personality, and safety. It can be seen from the appearance that is not uniform in the citizens, although there is still a common thread in the form of a style theme that was again famous at that time. For speakers, Indonesian consumers are currently smart in sorting out a style that suits them (Savitrie, 2013)

Before Generation Z chooses the brand to choose, generation Z first compares the quality of the brand with the cost later that will be incurred before buying and using a product. According to the survey results of the questionnaire that has been received. Many of the generation Z prefer local brands because of their affordable prices and quality can compete with imported brands. In addition, Generation Z is more confident in wearing local brand fashion clothes than imported brands. With this can increase productivity to create progress in domestic products.

## **CONCLUSIONS AND RECOMMENDATION**

### **Conclusion**



From the results of questionnaires that have been distributed to Generation Z men and women, the majority of respondents are women with a percentage (65.4%) while for the percentage of men (34.6%). Therefore, the results of this study can be concluded with most of Generation Z which is more towards buying local fashion brand products. With this, it can be said that in Indonesia which adheres to eastern culture that tends to prioritize manners and habits, especially in the style of dress. And the materials used are also suitable for tropical climates. And as for local products with prices in Indonesia that are quite affordable and not too expensive compared to imported products. For cauldrons, local products can be said to be not far inferior to imported products so that it can be said that local products can compete with imported products. And many of the Generation Z circles are very confident in using this local product. Regarding imported products, a small percentage of Generation Z is less likely to buy imported fashion brand products. And it can be said that for the quality of imported products so very good but regarding the price is so expensive. So many of Generation Z prefer local products to imports.

### **Recommendation**

For us, there are still many things in Indonesia that need to be improved, especially when buying fashion products. Before buying fashion products between local and imported brands should pay more attention to whether the goods are needed or just a desire. So that the item can be useful in everyday life.

And as the results of the discussion above explain that Generation Z prefers local products over imports. With this, generation Z can inadvertently create Superior Indonesian products compared to imported products .

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