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Mapping the Minds of Gen Z: The Dynamics of Brand Loyalty in Indonesia

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ABSTRACT

This journal reviews aspects of Generation Z's loyalty to local brands, emphasizing psychographic analysis. The research method used is qualitative, using in-depth interviews with Generation Z individuals who show interest and loyalty to local brands. By referring to consumer behavior theory, especially psychographic theory, this research identifies internal and external factors that encourage Generation Z to choose and remain loyal to local brands. The research results provide a deep understanding of consumer motivation, personal values, personality, cultural and social influences, and decision-making processes that shape Generation Z consumer behavior towards local brands

INTRODUCTION

Changes in fundamental consumerist perspectives and choices have become a characteristic of Generation Z, namely the demographic group born between 1997 and 2012. Local brands are currently experiencing unique challenges and opportunities in attracting and maintaining the loyalty of a generation with unlimited access to information and choices. This. In the Indonesian context, the growth of local brands in the fashion sector has shown rapid growth, raising an important question: How loyal is Gen Z to these brands, and what psychographic factors influence it?

Gen Z's shopping tendencies are strongly influenced by their values, such as authenticity, sustainability, and the need for individual expression (Sohn, J. W., & Kim, 2020). At this point, local brands have certain advantages because local brands often communicate these values through authentic brand stories and identities (Chatzopoulou & Navazhylava, 2022). Consumer loyalty is not just about price or availability but about emotional connections and social perception (Hur et al., 2020).

A study by Immanuel and Pannindriya (2020) revealed that Gen Z could identify and appreciate the unique elements presented by local brands, from design to the materials used, which are often more ethical and sustainable. This phenomenon is important, considering that the local Indonesian fashion industry, for example, batik, is worth billions of dollars and is growing rapidly (Yuniarti, 2022).

Also reported by McKinsey in the report "The State of Fashion" in 2023, young consumers, especially Gen Z, tend to abandon global brands in favor of local brands that offer deeper engagement and relatable brand stories (Amed et al., 2023). This creates a vital opportunity for local businesses to gain a place in the hearts of dynamic Gen Z consumers.

However, on the other hand, challenges remain. Global brands remain active and continue to get closer to the market with well-elaborated strategies (Dwikardana et al., 2017). This includes further adjustments in marketing strategies targeting Gen Z values. This dynamic raises the question: How

can local brands maintain their uniqueness in competing with global brands?

Based on psychographic analysis, which includes activities, interests, and opinions, there is potential for local brands to leverage this data to understand and serve this generation's preferences more deeply (López-Lomelí et al., 2019). Research by Walter & Gioglio (2018) shows that local brands that successfully integrate these values in their brand story and customer experience tend to be preferred by Gen Z.

In conclusion, with Gen Z being shaped by the digital age and holding the values of sustainability and authenticity above all else, their loyalty to local brands offers a unique and timely research theme. This topic underscores the importance of understanding the psychographic factors influencing purchasing decisions and how local brands can adapt marketing strategies to address those needs. This analysis is academically important and highly relevant for business practitioners to create brand loyalty among the critical and valuable Gen Z Demographic.

Therefore, this research is a continuation of previous research entitled "Reaching Generation Z in Indonesia: Revealing the Influence of Local Culture and Values in Successful Marketing." This research aims to investigate and analyze the phenomenon of Generation Z's loyalty to local brands, especially the psychographic aspects that influence consumer behavior. Using this approach, we can better understand Generation Z consumer loyalty dynamics. This is expected to provide a solid basis for local companies to design more effective marketing strategies that align with market demands.

METHODS

The research method applied in this study is a qualitative approach, where qualitative approach refers to a research method in the field of social sciences that follows a natural paradigm, focuses on phenomenological theory (and similar methods) so that this approach is used to investigate social issues in an area by paying attention to the background context and overall view of the object under study

(Abdussamad, 2021). In the opinion of Strauss and Corbin (2003), qualitative research, also known as natural research, focuses on processes and meanings that are not tested or measured precisely but are explained with descriptive data. This research approach focuses on a holistic understanding of context and individuals.

Population and Sample

The method applied in this qualitative research involves the use of purposive sampling techniques and snowball sampling techniques. According to Anggito and Setiawan (2018), purposive sampling is subjective sampling or assessment that will produce results relevant to the research context by the research. Meanwhile, snowball sampling is a data sampling method where the number is initially limited, but over time, the number increases (Sugiono, 2015). This procedure is applied when initially limited data sources do not provide adequate data, so they look for other people who can be additional data sources. The population group in this study is Generation Z individuals born between the mid-1990s and the early 2010s who were involved in purchasing decisions for local products. Sample selection was conducted on the entire population, meeting complete data requirements. The research sample consisted of individuals belonging to Generation Z using

purposive sampling and snowball sampling techniques to select participants who actively use local products by showing a tendency to shop for products, totaling 20 Generation Z participants to provide adequate representation.

Data Collection

This research will collect qualitative data through in-depth interviews with several Generation Z respondents. Interviews will be conducted face-to-face or via virtual platforms to explore consumer experiences, values, and perceptions of local brands. According to Fadhallah (2021), the note states that the interview process can be carried out using a structured, semi-structured, or unstructured approach according to a previously established framework.

Data Analysis

Data analysis involves coding, which has a significant role in qualitative research. According to Raharjo (2022), code in qualitative research refers to a symbolic representation in words or short phrases that symbolically reflect, present a distinctive message, and describe the essence of some data, including language-based and visual data. The coding process involves activities to assign codes to parts of the data. Researchers generally use three columns in the coding process: one for raw data, one for initial codes, and one for final codes.

COLUMN 1 Raw Data	COLUMN 2 Preliminary Codes	COLUMN 3 Final Code
<p>² The closer I get to retirement age, the faster I want it to happen. I'm not even 55 yet and I would give anything to retire now. But there's a mortgage to pay off and still a lot more to sock away in savings before I can even think of it. I keep playing the lottery, though, in hopes of winning those millions. No luck yet.</p>	<p><i>"retirement age"</i></p> <p><i>financial obligations</i></p> <p><i>dreams of early retirement</i></p>	<p>² RETIREMENT ANXIETY</p>

Figure 1. Coding
Source: Raharjo, 2022

RESULTS AND DISCUSSION

Integration with Consumer Behavior Theory

The disclosure of interview results showing that Gen Z consumer behavior is influenced by personal values, perceived quality, and social influence can be linked to the concept of consumer motivation found in a study by Iliashenko & Mardenova (2023) regarding Generation Z who are loyal to local brands. This research notes that consumer motivation, both from internal and external factors, plays an important role in purchasing decisions.

Consumer Motivation

Consumer motivation is the driving force that encourages a person to fulfill needs and desires by purchasing and consuming local products (Sinulingga et al., 2023). The author notes that internal and external factors can influence motivation.

1. Internal Factors

Motivation or encouragement from within the subject, such as personal values and personality.

a. Consumer Perception

In Devica's (2020) research, consumer perception is how individuals understand and interpret the environment, influencing how they experience the product. Based on the results of interviews with several informants, consumer

perceptions of price and quality are the main factors in product selection.

"Because Aerostreet is more affordable in terms of price, the quality is not inferior to international brands." (Puput)

"Because barley products have good quality at affordable prices and this is inversely proportional to international products which have pricey prices." (Nanda)

"The reason I chose Erigo products as one of my favorite products is because first of all, the price is affordable for students like me, and the material is delicious and comfortable to use. This is also the factor that made me make Erigo my favorite or favorite product." (Faza)

b. Personal Values

These personal values are generally considered to be an authority in consumer behavior (Ginting et al, 2023), so several informants refer to a series of beliefs or priorities that they hold that influence their shopping behavior.

"Because we are proud of the products made by the nation's children so that they can develop further, the prices are also pocket-friendly for students, and there is no need to doubt the quality." (Nayy)

"I chose local products because of myself, so I have always liked local products but didn't know where to buy them. (Kevin)

"I chose Aero because the price was cheap, and I wanted to support local brands so they could compete with international brands. BTW, the material is also comfortable." (Dimar)

c. Personality

A unique set of psychological characteristics that influence how a person responds and interacts with the environment is included in purchasing behavior (Hanum & Hidayat, 2017). This is by several informants who stated that psychological characteristics influence purchasing behavior.

"What prompted me to choose Erigo, in my opinion, Inter products are too overrated, expensive and less attractive." (Arealdo)

"The Erigo brand tends to emphasize local cultural identity, use regional materials, is directly involved with the community, is responsive to local needs, and focuses on production sustainability compared to international brands." (Rosit)

"What makes me prefer this Barley product is because it has quality and characteristics that represent the local culture of Blitar." (Ronald)

2. External Factors

Motivation or encouragement from outside the subject, such as marketing messages and social pressure.

a. Marketing Message

Marketing messages have a significant role in shaping consumer behavior. According to research by Putri (2016), marketing messages are important for building awareness, creating interest, and encouraging consumer purchasing decisions. In the context of Gen Z consumer behavior, marketing messages on social media have a particular impact. Several informants said that the aim of buying local products was because of various discounts, influencers who use them, and product reviews.

"The influence of social media is big in influencing my purchasing decisions regarding this local brand. Reviews, testimonials, and content shared on social media platforms provide insight into the brand's quality, style, and added value, which influences my purchasing decisions." (Rosit)

"In the past, the Erigo brand was really good; celebs also used it, like Rafi Ahmad, etc. So I want to try buying it." (Anas)

"It's very big, especially social media. "So I'm even more confident about buying Aero because I got a direct review from there. Apart from that, there I can also see big discounts." (Navy)

b. Government Regulations and Policies

Several informants said their goal was to follow government rules and policies in decisions to purchase local products

"Purchasing local products to a greater extent also helps the government for economic growth by reducing unemployment because there will be more job opportunities." (Dika)

"Social responsibility has an influence on me, because the government advises the Indonesian people to support local products." (Ryan)

c. Helping Develop Local Products

Several informants said their goal in purchasing products was to develop local products.

"Because we want to help develop local products only and increase love for domestic products which can help domestic entrepreneurs." (Puput)

"As for cultural values, I help preserve these cultural and social values as a form of contribution to help develop local products." (Nayy)

Implications for Marketing Management

The interview results show local brands must develop marketing strategies highlighting authenticity, sustainability, and social engagement. This implication aligns with marketing management theory, which emphasizes aligning brand and consumer values (Fitri et al., 2023). In this context, several developments and connections with sentences from respondents and related research are as follows:

"The good experience was because I liked the quality of the product and the design which highlighted local culture, the bad experience was that the product was in short supply and often sold out." (Rosit)

"What I like about this cosmic brand is its simple design and character. "If something is lacking about this cosmic brand, maybe it's quality control, because several times I bought from online stores in e-commerce, I found that the quality of the materials was not as good as when I bought directly from the offline store." (Rofiq)

"For the best experience, the jacket I bought is of very good quality, and the material is also comfortable and warm, this is very suitable for me who is often cold. "The worst experience was that the chinos I was wearing were not very durable and easily tore after I had worn them for less than a year." (Abdur)

Relationship to Purchasing Decisions Decision-Making Patterns

The interviews concluded that most informants decided to purchase local products based on logical thought processes. Consumers' decisions to buy local products or not depend on logical considerations, including evaluation of product quality, price, and service (Lestari, 2022). This is to the following statements from several informants:

"What prompted me to choose Erigo, in my opinion, Inter products are too overrated, expensive and less attractive." (Arealdo)

"The price factor made me choose the Cosmic brand, because in terms of quality, the Cosmic brand is no less good when it comes to quality." (Rofiq)

"This Aero is really good, I once complained about a shoe problem because the size was not the right size, this was handled quickly and handled well by Aero management." (Dimar)

Cultural and Social Influences

Cultural and social influences on consumer behavior refer to how norms, values, beliefs, and practices within a generation influence informants' consumption preferences and choices.

1. Cultural Influence

Several informants said that culture influences purchasing factors.

"Erigo has a distinctive design that depicts local cultural identity, uses typical regional materials, and is directly involved with the local

community. They are also more responsive to local needs and values than international brands which tend to follow general global trends." (Rosit)

"Certainly there is, like this aero brand collaborating with Indonesian culture such as batik which makes the brand more attractive for me to buy." (Aris)

"There is, for example, Aero once had a design that contained Indonesian elements and that is what made me support local brands, especially Aero." (Dimar)

2. Social Influence

Several informants said that social factors influence purchasing factors.

"Because we want to help develop local products only and increase love for domestic products which can help domestic entrepreneurs." (Puput)

"Yes, in the past I liked using local brands because I was proud to wear local brands, especially my friends around me too. So this friend factor also helps encourage me to wear local clothes." (Anas)

"Yes, by choosing local products I can indirectly help MSMEs and promote local products." (Nanda)

CONCLUSION

Integration with Consumer Behavior Theory
Based on research results regarding Generation Z's loyalty to local brands, psychographic analysis is key to understanding consumer motivation, decision-making, and cultural and social influences on their buying behavior. These findings significantly contribute to understanding Generation Z consumer behavior, particularly in their preference for local brands. Generation Z consumers' motivation towards local brands is influenced by internal factors such as consumer perceptions, personal values, and personality. Interview results show that awareness of affordable prices, identification with cultural values, and preference for designs that emphasize local identity are important points in purchasing decisions. This is to research by Mantara et al. (2022) regarding

cultural value factors, such as identifying local values and preference for designs that highlight local identity, personality, motivation, and social factors that influence consumer purchasing decisions. These findings also align with consumer motivation theories explained by Solomon (2019) in his book "Consumer Behavior" regarding consumer behavior theory, especially in the context of consumer motivation and factors that influence purchasing decisions.

The Role of Values in Gen Z Consumer Behavior

A study conducted by Komariah (2018) confirmed that personal and social values play a key role in shaping Generation Z consumer behavior. In this context, local cultural values, sustainability, and ethics are significant factors that influence their purchasing decisions. Generation Z shows distinctive consumer preferences, where they look for products and purchase experiences that align with the values they adhere to (Seruni, 2023). In this research, local brands' success in attracting Generation Z consumers' attention depends on the first impression they make. Brands need to ensure that their products have an attractive visual appeal, offer good quality, and are priced in line with young consumers' expectations. An active presence on social media is key, considering that many Gen Z consumers are looking for information and inspiration on these platforms. Brands need to maintain the consistency and quality of their content to build sustainable appeal.

Brands need to understand that to maintain relevance and interest; they must provide added value that aligns with the value preferences of Gen Z consumers (Andriyanty & Wahab, 2019). In this regard, maintaining good relationships with consumers is a crucial factor in the success of local brands. Providing superior service and attractive loyalty programs can help strengthen the bond

between brands and consumers. Consumers who are satisfied with their shopping experience tend to become loyal customers, even willing to recommend the brand to their friends. Therefore, creating positive experiences and ensuring good relationships with consumers are strategies that cannot be ignored in supporting the growth and sustainability of local brands in a competitive market.

Recommendations for Local Brands

Trust in Quality and Affordable Prices are key factors that shape consumer loyalty to local brands. Consumer research often shows that confidence in product quality and competitive prices plays an important role in purchasing decisions (Santoso, 2016). Informants in this study revealed that they tend to be loyal to local brands because they believe that local products offer good quality and have more affordable prices than international brands. This is in line with the theory of consumer trust and perceived value within the framework of consumerism (Solomon, 2019).

In the context of consumer loyalty towards local brands, identification with Cultural Values and Nationalism plays a significant role. Consumer research often highlights that consumers who feel connected to cultural values and have a sense of love for their homeland tend to prefer local products to express their identity (Schiffman & Wisenblit, 2019). As explained by informants in this research, awareness of cultural values is a strong motivational factor in consumer decision-making. This reflects the involvement of culture and national identity as key elements in consumer behavior.

From a consumer psychological perspective, trust in quality and affordable prices is often related to the perception of value held (Solomon, 2019). Consumer behavior theory emphasizes that purchasing decisions are based on consumers' perceptions of the benefits received from the product

compared to the costs (Sinulingga et al., 2023). In this context, informants who feel that local brands offer quality comparable to or exceeding international brands at lower prices reflect their evaluation of the value of local products.

The importance of identification with cultural values and nationalism in purchasing local products can also be explained through consumer identity theory (Sulhaini, 2021); this research highlights that consumer preferences often emerge from individuals' efforts to build and strengthen their identity through product choices. Consumption. As expressed by informants, awareness of cultural values and love for the homeland reflects their efforts to build an identity related to these aspects in the context of purchasing local products.

Future Research Directions

The hope for future research is that covering other consumer segments can be enriched by involving a larger and more diverse sample from Generation Z. In line with this, combining quantitative and qualitative research methods will provide a deeper understanding of the behavior of this generation of consumers. The research results involving larger and more diverse samples can provide a strong basis for further exploration. This study may allow a deeper understanding of how personal and social values influence Generation Z consumer behavior. In doing so, it is hoped that future research can address weaknesses and enrich our understanding of consumer behavior, making a greater contribution to knowledge. We are about consumer dynamics in the context of this generation.

This conclusion has significant implications for both the business and academic worlds. Realizing how important it is to understand consumers, especially Generation Z, is the main key to marketing success today. Businesses must explore what this generation wants and values to meet their

expectations effectively. Additionally, businesses need to understand that a change in strategy is necessary. In the face of the ever-changing values and preferences of younger generations, businesses must be prepared to adapt and change their strategies agilely. Marketing is no longer just about selling products but also about building communities and movements that can embrace and understand the concepts held by Generation Z. This is the foundation that underlies business success and academic continuity in the current era, which demands flexibility and sensitivity to change. Consumer values and preferences.

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