

## THE RELATIONSHIP BETWEEN MY FAIRY FOLLOWING SOCIAL MEDIA INFLUENCERS AND THE BUYING DECISION OF THIS LOCAL BRANDSEX (CORRELATION RESEARCH ON GENERATION Z)

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### ABSTRACT

**Abstract:** This study aims to determine the relationship between consumptive behavior and strategies for using social media influencers with the decision to buy local unisex brands among Generation Z. The questionnaire was used as an instrument in data collection which was distributed via Google form to 276 respondents who came from Generation Z or someone aged 12 to 27 years who live in the city of Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi). Instrument testing uses validity and reliability tests with 22 sub-indicator items, it is known that all items are valid and reliable. The results of the normality test show that the data is normally distributed with a significance value of 0.062. The linearity test obtained the results of  $0.146 > 0.05$ , it can be said that the variables in this study were linear. The results showed that: 1) There is a positive relationship between the strategy of using social media influencers and the decision to purchase local unisex brand fashion products by Generation Z. 2) There is a positive relationship between Generation Z consumptive behavior and the decision to buy local unisex brand fashion products. 3) There is a positive relationship between the strategy of using social media influencers and consumptive behavior together with the decision to purchase unisex local brand fashion products. The contribution of consumptive behavior and influencer-following behavior to purchasing decisions is 39.1%, and the rest is influenced by other variables not tested in this study.

**Keywords:** consumer behavior; influencers; purchasing decisions; local brands

### Introduction

At the end of 2021, it was known that 53.73% of the Indonesian population had accessed the internet. We Are Social in its research found that social media users in Indonesia have increased, where in 2015 there were 72 million accounts, in January 2016 it reached 79 million and in 2017, the number reached 106 million accounts or equivalent to 34% of the population. (Iqhrammullah et al., 2021). The high number of social media users has influenced the marketing pattern through social media influencers. Influencers bridge the interaction process between brands and consumers. September 2022, there were 159

creator accounts with more than 10 million followers on Instagram, TikTok and YouTube in Indonesia (Statista.com, 2023). In January 2019, 35% of manufacturers stated that marketing using influencers is very effective, reaching 45%. (Prayogo & Nurdian, 2020).

Before deciding to make a purchase, according to Tjiptono in (Katrin et al., 2017), consumers will recognize the problem, search for information related to certain products or brands and evaluate how good some of the alternatives are until then make a purchase.

In the field of fashion in particular, the use of social media influencers is increasing, especially in products used by young people who have been using internet technology since they were young, namely generation Z. Based on the findings of Grail Research in (Rastati, 2018) generation Z tends to have consumptive behavior that can be influenced by internal and external factors. The age of generation Z at this time is between the ages of 12 and 27 years old, and since a young age generation Z has been introduced to various technological existences, such as smartphones to various social media (Ericson et al, 2021) in (Walgito, 2010).

So far, fashion trends in Indonesia are still oriented towards Western countries (Europe and America). Currently, one of the stronger trend directions is the tendency for consumers not to consider the gender of the clothing category, whether the clothing is intended for women or men, known as unisex products. Unisex clothing can be interpreted as clothing that can be worn by both women and men, Bardey et al.(2020) stated that genderless fashion or unisex is often associated and equated with androgynous fashion, although at first glance the two things look the same because the fashion concept of the two things is the same, namely clothes that can be worn by all genders, men and women (Mariyono & Maskuri, 2023). Until now, local unisex product manufacturers are growing among Indonesians. This can be seen with the existence of several local brands with unisex themes. Many local brands create designs that are suitable to be worn by both genders, namely men and women, which can be called unisex clothing. (Pambudi, Winarno, & Dwiyoogo, 2019). It is stated in a survey conducted by (blog.jakpat.net, 2015), that the development of Indonesian local brands is followed by various age groups and is in demand because of good design [70.78%] and good quality [62.65%].

Unisex fashion is the main thing for generation Z to show their identity and group. In this case, the emergence of consumptive behavior in generation Z can be influenced by social media influencers driven by the advancement of technology (social media) which will ultimately affect purchasing decisions. (Oktafikasari & Mahmud, 2017). Consumptive behavior is characterized by excessive, wasteful, and unpredictable consumption behavior of products and services. This behavior is influenced by social elements in one's life (Nanda, 2015). Besides that, (Kotler, 2017) mentioned that,

purchasing products without planning, purchasing products because of great desire and social status, and also the conformity factor of using products, can be an indication of consumptive behavior.

In addition to consumptive behavior, generation Z in deciding product purchases also has a tendency to follow influencers, because according to (Anjani & Irwansyah, 2020) with content uploaded and written by influencers through social media, it has an influence on their followers. This is reinforced by (Khrishananto & Adriansyah, 2021) that consumptive behavior is influenced by how often people use social media sites such as Instagram. Brand consumption increases as a result of social media influencers gaining the trust of their followers. Influencers can increase product recognition among a wider audience and marketing levels due to their appeal, which is based on their trustworthiness, communication skills, and high public attention to these influencers seen from the large number of followers on their social media accounts. (Maulana & Hamidi, 2020).

Based on the explanation above, the purpose of this study is to determine the relationship between consumptive behavior and behavior following social media influencers with the decision to buy unisex local brands made by generation Z.

## Research Method

### Research Design

This research was conducted from October 2021 to June 2022 online using Google Forms to distribute questionnaires. The place of this research was conducted in South Jakarta. Meanwhile, interviews were conducted in July 2023 online using Google Meet, the place of this research was conducted in Jakarta.

### Population and samples

This research uses sequential explanatory mix methods, which begins with quantitative research, then continues with qualitative research which aims to enrich and further explore the results of quantitative research. This method makes it easier for research to collect consistent data from the study to be carried out.

### Sample

Purposive sampling was used in determining the sample in this study, because the sample criteria for Generation Z or someone aged 12 to 27 years who lives in the city of Jabodetabek. (Zamzami & Putra, 2019). Thus, a suitable sample of 276 respondents was obtained. After that, interviews were conducted to validate the statistical results that had been obtained with three selected informants with the characteristics of using a unisex local brand, following several of the same social media influencers and making repeat purchases on the local brand's products.

### Research variable

because of the conformity that uses the product.

Behavior There are 3 (three) variables that will be examined in this study, as follows:

1. Consumptive behavior (Variable X1), consisting of 4 (four) indicators consisting of buying without planning, buying because of great desire, buying because of status, and buying following influencers (Variable X2), consisting of 2 (two) indicators consisting

- of: influencer attachment to followers and influencer credibility.
2. Purchasing Decision (Variable Y), consists of 5 (five) indicators consisting of: recognize the problem (need or desire to buy), search for product information, consider alternatives, buy products and evaluate purchases.

### Research Data Instrument

The use of a questionnaire consisting of 22 statement items from all research variables as a research instrument, where variable X1 consists of 7 sub indicators, variable X2 consists of 7 (seven) sub indicators, and variable Y consists of 8 (eight) sub indicators. The questionnaire uses a Likert scale with a range of 1 (for the most negative statement) to 5 (the most positive statement). Based on instrument testing consisting of validity tests, the following results were obtained:

Tabel 1. Hasil Uji Validitas

Item	Indicator	Sig.	rhitung	rtabel	Description
X1.1	Purchase of products because of needs	0.000	0.366	0.118	Valid
X1.2	Purchasing products because of desire	0.000	0.548	0.118	Valid
X1.3	Purchasing products because you want to follow trends	0.000	0.741	0.118	Valid
X1.4	Purchasing products because of friendship encouragement	0.000	0.756	0.118	Valid
X1.5	Buying products because of encouragement from family	0.000	0.587	0.118	Valid
X1.6	Buying products because the brand is very good	0.000	0.639	0.118	Valid
X1.7	Buy local brand products once or more a week	0.000	0.674	0.118	Valid
X2.1	Follow social media influencers because the content is interesting and useful	0.000	0.813	0.118	Valid
X2.2	Follow social media influencers because I idolize them	0.000	0.807	0.118	Valid
X2.3	Follow a social media influencer because I like their brand	0.000	0.819	0.118	Valid
X2.4	Followed social media influencer gives an honest review of a product	0.000	0.871	0.118	Valid
X2.5	Encouraged to use products used by social media influencers	0.000	0.871	0.118	Valid
X2.6	Social media influencers have a great influence on the marketing of a brand	0.000	0.740	0.118	Valid

Item	Indicator	Sig.	rhitung	rtable	Description
X2.7	Decided to buy a product because I was influenced by a social media influencer's review	0.000	0.862	0.118	Valid
Y1	Decided to buy a product because I needed it	0.000	0.697	0.118	Valid
Y2	Decided to buy a product because of good reviews	0.000	0.727	0.118	Valid
Y3	It is better to buy local brand products than foreign products	0.000	0.701	0.118	Valid
Y4	Bought a unisex local brand product because I was satisfied with the previous purchase	0.000	0.801	0.118	Valid
Y5	Buying unisex local brand products because of recommendations from social media influencers	0.000	0.571	0.118	Valid
Y6	Buying local brand products when there are promos and price cuts	0.000	0.602	0.118	Valid
Y7	Unisex local brand products are very useful	0.000	0.741	0.118	Valid
Y8	Really like unisex local brand products	0.000	0.748	0.118	Valid

**Sumber:** Analyze Research Data, 2023

Based on the table above, it can be seen that each indicator used has a significance value  $<0.05$  and the  $r_{count} > r_{table}$  value, so it can be stated that all indicators are valid. The results of the reliability test can be seen from the following table:

**Table 2. Reliability Test Results**

Variables	Cronbach's Alpha	N of Items	Description
Consumptive Behavior	0.736	7	Reliabel
Influencer Following Behavior	0.923	7	Reliabel
Purchase Decision	0.842	8	Reliabel

Sumber: Olah Data Penelitian, 2023

From the table above, it is known that the Cronbach's Alpha value for all variables is  $> 0.7$ , so it can be stated that the three variables are reliable.

### Data analysis

After the instrument test is carried out, the next step is to test the relationship between the research variables, a classical assumption test is carried out which consists of normality test, linearity test, heteroscedasticity test, multicollinearity test. Hypothesis testing in this study consists of chi square test, t test, F test, multiple linear regression analysis.

## RESULTS AND DISCUSSION

Most or around 27.94% of Indonesia's population belongs to generation Z. Those who are classified as generation Z are Indonesian residents who were born between 1997-2010 or aged between 10 and 27 years old. (Wu et al., 2021). Most or around 27.94% of Indonesia's population belongs to generation Z. Those who are classified as generation Z are Indonesian residents who were born between 1997-2010 or aged between 10 and 27 years old

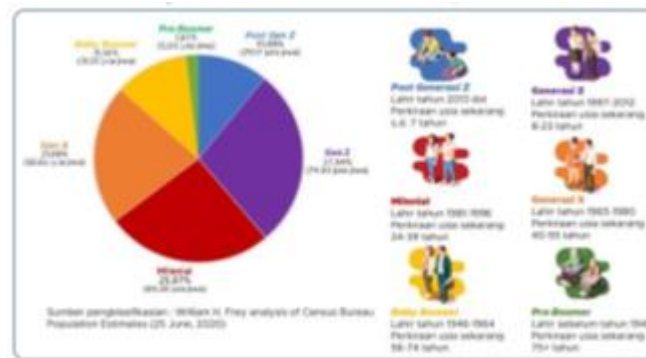


Figure 1: Composition of Indonesia's Population by Generation in 2020

Source: BPS, 2021

### Descriptive Analysis

Data from questionnaires distributed via Google form were recapitulated and evaluated to determine the descriptive value of each variable. This study consists of variables of consumer behavior, influencer following behavior and purchasing decisions. By calculating the score and average and total score for each research variable, setting the interval in five categories: The lowest assessment score is 1 The highest assessment score is 5, so the interval value is 0.80.

Table 3. Interval Scale

Score	Score Interval	Consumptive Behavior	Influencer Following Behavior	Purchasing Decision
1	4.21 – 5	Excellent	Excellent	Excellent
2	3.41 – 4.2	Good	Good	Good
3	2.61 – 3.4	Keep	Keep	Keep
4	1.81 – 2.6	Bad	Bad	Bad
5	1.0 – 1.8	Very bad	Very bad	Very bad

Source: Research, 2023

### Test the hypothesis

#### Chi Square Test

The use of the chi square test in this study is to determine the relationship between two independent variables, namely testing whether there is a relationship between consumptive behavior and the behavior of following social media influencers. As for the provisions, if the value of Asymptotic Significance  $< 0.05$  then there is a significant relationship, while if the value is  $> 0.05$  then there is no relationship between the two variables. Here are the results of the chi Square test:

**Table 4. Chi Square Test Results**

<b>Chi-Square Tests</b>			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	844.063a	506	0.000
Likelihood Ratio	429.139	506	0.994
Linear-by-Linear Association	74.351	1	0.000
N of Valid Cases	276		

Source: Research, 2023

In the table above, it can be seen that the Asymptotic Significance value of Pearson Chi-Square is  $0.000 < 0.05$ , so it can be said that there is a significant relationship between consumptive behavior variables and the behavior of following social media influencers.

### T Test

Deep This study was conducted with the intention to test how much influence the independent variables (consumptive behavior and following behavior influencers) partially, to the dependent variable (decision to buy a local brand). The provision of this test is by comparing between  $t$  values  $t_{\text{count}}$  With  $t_{\text{table}}$  Or it can also be by looking at the level of significance.

**Table 5 T Test Results**

<b>Coefficientsa</b>					
Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.023	1.060		3.795	0.000
1 Perilaku_Konsumtif	0.335	0.065	0.291	5.133	0.000
Perilaku_Mengikuti_Influencer	0.316	0.043	0.416	7.348	0.000

Source: Research, 2023

The table above shows the calculated  $t$  value for the consumptive behavior variable (X1) of  $5,133 > t_{\text{table}} 1,968$  and the behavioral variable following social media influencers of  $7,348 > t_{\text{table}} 1,968$ , with a significance level of  $0.000 < 0.05$ , so it can be interpreted that partially there is an influence of the independent variable on the dependent variable.

### Test F

This study was conducted to examine whether or not there was a simultaneous influence of independent variables of consumptive behavior and influencer following behavior) on the dependent variable (decision to buy local brands). The results of the F test are as follows:

**Table 6 F Test Results**

ANOVAa						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2748.410	2	1374.205	87.583	.000b
	Residuals	4283.460	273	15.690		
	Total	7031.870	275			

Source: Research, 2023

Based on the table above, it is known that the calculated F value of 87.583 is greater than the F table of 3.0288, so it can be interpreted that simultaneously the independent variable affects the dependent variable. This means that together the variables of consumptive behavior and behavioral variables following social media influencers affect the variables of purchasing decisions of local unisex brands.

### Multiple Linear Regression Test

To test consumptive behavior in generation Z can be influenced by social media influencers Driven by the advancement of technology (social media) which will ultimately affect buying decision making, a multiple linear regression test was carried out, because this study involved more than one independent variable. This is to ascertain the direction and degree of influence of independent factors on the dependent variable.

**Table 7 Multiple Linear Regression Test**

Coefficientsa						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	4.023	1.060		3.795	0.000
1	Perilaku_Konsumtif	0.335	0.065	0.291	5.133	0.000
	Perilaku_Mengikuti_Influencer	0.316	0.043	0.416	7.348	0.000

Source: Research, 2023

Based on the table above, the regression equation can be made as follows:

$$Y = a + b1.x1 + b2.x2$$

$$Y = 4.023 + 0.335 + 0.316$$

It can be interpreted that the value of a of 4.023 is a constant or state when the purchase decision variable has not been influenced by other variables. If the independent variable is absent, then the purchase decision is less likely. B1 (regression coefficient value x1) of



0.335, shows that the consumptive behavior variable has a positive influence on purchasing decisions, meaning that every increase of 1 unit of consumptive behavior variables will affect the purchase decision variable by 0.335, assuming other variables that affect the purchase decision do not. B2 (regression coefficient value  $x_2$ ) of 0.316, indicating that the behavioral variable following influencers has a positive influence on purchasing decisions, meaning that the behavior of following influencers will affect the purchase decision variable by 0.316, assuming other variables that affect purchase decisions are not studied in this study.

### Interview Results

In this study, interviews were conducted to validate the results of the questionnaire approach or existing statistical results as a complement to existing data. The technique used in determining informants in this study is purposive sampling. In this study, researchers use informants to answer and provide more detailed information to researchers. The selected informant is considered to have a great interest in the problem under study. Interviews will be conducted with three selected informants with the same characteristics, having a strong interest in unisex local brands, following fashion trends, especially unisex fashion trends, and following the same influencers, and buying and using several unisex local brands. Here is a list of names of informants, whom the researcher will be asked for information:

**Table 8. List of Informers**

No.	Name of Informant	Age	Gender	Work
1	Rahulla Zein Ihsan	24	Man	Student
2	Rahmi Riezalina	24	Woman	Employee
2	Siti Ghina Marlina	23	Woman	Employee

These three informants were chosen because they both follow several social media influencers who have a gender fluid style, namely Kenthadi, Alegeor and Lystianvld. In addition, selected informants made repeat orders at the same local unisex brands such as Hanaka Classic and New Normal Cult.

### Discussion

Based on data compiled by the Central Statistics Agency (BPS) and also the Ministry of Home Affairs, it is stated that most of the population in Indonesia is a population that falls into the Gen Z category or ranges in the age of 12 to 27 years. The development of this unisex fashion trend has become one of the fashion fashions favored by generation Z. In its implementation, the development of this fashion trend is certainly inseparable from the marketing strategy carried out by the brand owner, where one of the strategies is to use influencers through social media. The use of influencer marketing so far, according to several surveys, has been quite effective in increasing people's buying

interest in a product. On the other hand, generation Z also sometimes shows consumptive behavior where buying something is not based on need but just because of participation, one of which is following influencers.

Based on the results of a study of 276 samples of generation Z who live in Jabodetabek, it is known that most respondents have consumptive behavior in purchasing unisex local brand products. They make a purchase, because they see an influencer. Even though in fact it does not need or need the product.

Based on statistical testing in this study, it is known that having a purchase decision for local brand fashion products has a correlation with the behavior of following social media influencers, this can be seen from the results of the Chi Square test. This is in line with the opinion expressed by Anjani & Irwansyah (2020) that in general, social media has the power to raise the name of a brand, this is because an influencer is paid or endorsed by a brand to be able to promote the goods sold or services offered by the brand. An "influencer" is an individual who has a significant following on social media who is paid by a brand or product to promote their product to its followers, the goal of which is to persuade followers to buy similar products.

According to the results of interviews with three informants, it can be interpreted that the influence of social media influencers on the decision to buy local unisex brands has a considerable impact with interesting reviews of the aesthetics and the way the influencers themselves are delivered to their followers. Buying decisions for consumers are also formed because consumers together want to be seen by their environment. The behavior of following social media influencers also influences the decision to buy local unisex brands. The unisex trend that has entered Indonesia has developed a lot due to internet technology and the role of influencers and followers who continue to make repeat purchases and give reviews on social media, especially by generation Z who are attached to the internet and social media.

In addition, partially the consumptive behavior of generation Z has a significant effect on the purchase decision of local brands uniseks. Similarly, the behavior of following social media influencers, which partially influences the decision to buy local brands uniseks. That is, without following the behavior of influencers, generation Z is also consumptive so that it affects their decision to buy local brands uniseks. The influence of social media influencers is quite large in marketing a brand, including local unisex brands, so that generation Z who are not too consumptive tend to decide to buy local unisex brands because they see influencers on the same social media have good reciprocity in marketing the business product itself and increase unisex trends in society.

### Conclusion

Generation Z positively has consumptive behavior that can have an impact on purchasing decisions for unisex fashion products on local brands. The existence of social media that

has been embedded in the behavior of generation Z since early childhood, makes generation Z more follow what is contained in social media including following influencers whose roles tend to manipulate and are adept at marketing existing products or services including local unisex fashion brand products. The consumptive behavior is also driven by the role of the existing environment such as family and friendship. The emergence of consumptive behavior in generation Z is also supported by purchasing decisions that only follow social media influencers or follow the environment, not because of their own needs. The existence of consumptive behavior in society, especially generation Z, also has a beneficial bond for unisex local businesses because of the increase in sales using social media influencer strategies that make the brand name rise. Similarly, social media influencers benefit from providing product reviews as endorsements.

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