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**ANALYSIS OF YOUNG MALE AND FEMALE PREFERENCES IN CHOOSING  
INTERNATIONAL FASHION BRAND IN MANADO****ANALISA KAUM MUDA PRIA DAN KAUM MUDA WANITA DALAM MEMILIH MEREK FASHION  
DI MANADO**

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**Abstract:** Brand is the personality that identifies a product, service, or company (name, term, sign, symbol, or design, or combination of them). This research aims to determine if there is any significant difference in young male and female preference in choosing International fashion Brand in Manado. The type of this research is a quantitative descriptive research. Independent Sample T-Test was used in this research. The samples are divided into 50 young males and 50 young females. The sample was taken by purposive sampling. The result shows; (1) There are no significant differences in term of style, popularity of brand and land of origin. (2) There are significant differences in terms of promotion and quality of product. Based on the result, international brand should improve their performance in term of develop new product.

**Keywords:** *Young Male and Female, Independent sample t-test, International fashion brand*

**Abstrak:** Fashion juga sains karena pembuatan fashion modern membutuhkan teknologi yang bisa produktif secara massal. Merek adalah kepribadian yang menginduksi suatu produk, layanan, atau perusahaan (nama, istilah, tanda, simbol, atau design, atau kombinasi dari keduanya). Penelitian ini bertujuan untuk mengetahui apakah terdapat perbedaan yang signifikan antara pilihan pria dan wanita muda dalam memilih merek internasional di Manado. Jenis penelitian ini adalah penelitian deskriptif kuantitatif. Uji t- sampel independen digunakan dalam penelitian ini. Sampel ini dibagi menjadi 50 laki-laki muda dan 50 perempuan muda. Sampel diambil secara purposive sampling. Hasilnya menunjukkan; (1) Tidak ada perbedaan signifikan dalam hal gaya, popularitas merek dan tanah asal. (2) Ada perbedaan yang signifikan dalam promosi dan kualitas produk. Berdasarkan hasil tersebut, merek internasional harus meningkatkan kinerjanya dalam hal mengembangkan produk baru.

**Kata kunci:** *Laki-laki muda, Independent simple t-test, Merek fashion international*

## INTRODUCTION

### Research Background

Fashion can be viewed as an art or a science. It is an art because so much creativity is required in its product. Fashion is also a science because modern fashion manufacturing require technology to be mass productive. Shopping is the examining of goods or services from retailers with the intent to purchase at the time. Shopping is an activity of selection and purchase. Nowadays, there are so many products offered in the market. What makes the product different is the price of the product, the brand of the product and most importantly is the quality.

Nowdays, brands are companies most valuable asset. A proper branding can result higher sales of product and also can be a measurement of a success company. Brand image is one of few things that affect the customers urchase decision, some people mostly who are the rich will choose the designer product rather than the infamous. On the other hand, price and the quality also become an important thing in affecting people buying decision.

Based on the previous research about the young consumer preferences in choosing international fashion brand, found that quality have strong impact on consumer preferences towards on international brand of product and promotion also is another factor that will influence consumer on buying international brand fashion products but they only focus on factors that could affect the young consumer preferences without distinguishing between young male and female preferences in choosing international fashion brand, as we know gender is one of the demographic characteristics are applicable for separating common consumers preference for products or services. In decision to buy male and female is also different, this is due to their different needs, lifestyle, and also psychology differences.

Some stores selling branded fashion had been available in Manado such as Everbest, Charles and Keith, Guess, Pedro, Nike, Quick Silver, Converse, and others. In order to know more about the profile of consumer in Indonesia especially in Manado, based on on the decision above, this current research will be partially conducted after well considering all the facts in previous paragraph.

### Research Objective

The purpose of this research is to determine if there any significant difference in young male and female preferences in choosing international fashion brand in manado by using independent simple t-test.

## THEORETICAL FRAMEWORK

### Marketing

Marketing is divided by the term reveals one term as follows: “ marketing is a process by which individuals and group obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.” (Kotler, 2003). According to Kotler and Amstrong (2006) broadly defined marketing as “a social and managerial process by which individuals and groups obtain what they need want through creating and exchanging value with other.

### **Consumer Behavior**

Bello (2008) explained that “consumer behavior can be define as the behavior of individuals in regards to acquiring, using, and disposing of products, service, ideas or experiences. According Schiffman and Kanuk (2007) stated that consumer behavior is defined as the behavior that consumer display in searching for purchasing, using, evaluating and disposing of product and services that they expect will satisfy their needs.

### **Consumer Buying Decision**

Consumer buying decision is the decision processes and acts of people in buying product. Schiffman and Kanuk (2007) defined decision is the selection of an option from two or more alternative choices. In other words, for a person to make a decision, a choice of alternatives must be available.

### **Customer Satisfaction**

The concept of preferences comes from economic theory, with preferences defined as “utility” for consuming goods and services” (Kathryn, Philips, Reed and Tara, 2002). Briefly welfare economics is based on the assumption that individuals maximize a preeece (or utility) function. Economic theory further argues that utilities can be scaled in dollar-equivalence term.

### **Previous Research**

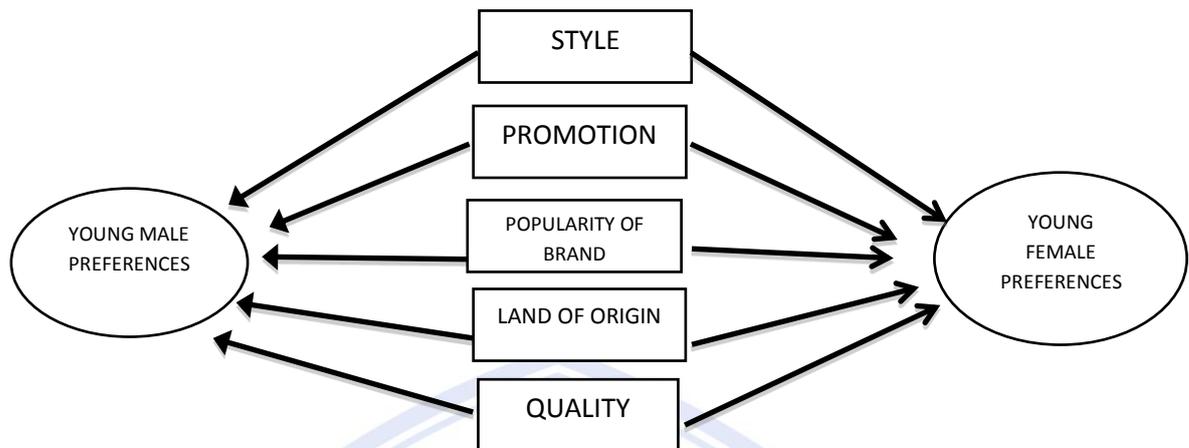
Tee Poh Kiong, Benjamin Chan Yin Fah (2013) entitled “*Malaysian Young Consumer Preferences in Choosing International Fashion Brand*”. The research has clearly inditified the factors that influencing consumer preferences in choosing international fashion brand products. Based on this study quality is also considered as one of the strong impact on consumer preferences towards an international brand of product.

Leila Andervazh, Ali Mousayi (2015) which is “*Irinian Young Consumer Preferences in Choosing International Fashion Brand*”. The research shows that the strongest predictor of the country origin is international brand. The aim of the study is to determine preferences in choosing international fashion brand. This research using quantitative method.

Amandeep Kaur, Dr Garima Malik (2015) which is “*A study of Consumer’s preferences in choosing international Apparel Brand in Delhi*”. The research found out that advertisement is strongest predictor towards international brand preferences. Based on this findings in this study, quality is also considered as one of the strong impact on consumer preferences towards international apparel.

## Conceptual Framework

**Figure 1. Conceptual Framework**



Source: Kaur & Malik, 2015

## RESEARCH METHOD

### Type of Research

This type of this research is quantitative research. This research use comparative analysis to invistigate the impact of consumer preferences in choosing international fashion brand by looking at the gender.

### Place and Time of Research

The place of this research will be conducted in Manado. The research started from August to October 2016.

### Research Procedures

1. Determination factors
2. List indicators in questionnaire
3. Survey by questionnaires
4. Collecting questionnaires
5. Tabulation and data processing
6. Analyze level of satisfaction and priority handling
7. Independent Simple t-test chart
8. Evaluate correspondent factors

### **Population and Sample**

Population refers to the entire group of people, event, or things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2009). The population in this research are all young male and female in Manado who wear international fashion brand. Sample of this research for about 100 respondents who wear international fashion brand. The samples are divided into 50 young males and 50 young females.

### **Data Collection Method**

The source of data used in this research are taken from primary and secondary data. Hoz and Boeije (2005) explained that primary data is original data collected for a specific research goal. The primary data of this study gets from the results of questionnaires. Secondary data is taken from books, journals, and relevant literature from library and internet.

### **Operational Definition of Research Variable**

1. Style, Taste and choices of individuals.
2. Promotion Persuasive communication of choosing.
3. Popularity of Brands, Brand name is the priority when making a purchase decision.
4. Land Of Origin, Point or place where something begins or created.
5. Quality of Product, A greater number of features that meet customer requirement and needs.

### **Data Analysis Method**

#### **Validity and Reliability**

To analyze the validity of questionnaire, Pearson Product Moment was used. An instrument measure is valid if the instrument measure what ought to be measured. If probability of correlation is less than 0.05 (5%) then the research instrument is considered valid. Reliability test is established by testing for both consistency and stability of the answer of questions. The reliability test in this research used Alpha Cronbach. If Alpha is less than 0.6 then it is unreliable.

#### **Importance Performance Analysis (IPA)**

Horn (2008) stated the independent sample t-test evaluates the difference between the means of two independent or unrelated groups. This evaluate whether the means for two independent groups are significantly different from each other. The independent sample t-test is commonly referred to as between groups design, and can also be used to analyze a control and experimental group. This t-test is used to analyse young male and female preference to choosing international fashion brand.

## **RESULT AND DISCUSSION**

### **Result**

#### **Validity and Reliability Result**

The result of reliability test shows that Alpha Cronbach is 0.767 which is above the acceptance limit of 0.6. therefore, the research instrument is reliable. Total attributes are 15. By comparing correlation index in Pearson Product Moment with significance level of 5% it can be seen whether research instruments are valid or not. If probability of correlation is less than 0.05 (5%) then the

research instrument is considered valid. Corelation index is higher than 0.3 and below the significance level of 5%. Therefore, the data is considered valid.

### Independent Sample T-Test

**Table 1. Independent Sample T-Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Style	Equal variances assumed	.374	.542	.418	98	.677	.140	.335	-.524	.804
	Equal variances not assumed			.418	97.987	.677	.140	.335	-.524	.804
Promotion	Equal variances assumed	.173	.679	1.345	98	.182	.460	.342	-.219	1.139
	Equal variances not assumed			1.345	97.993	.182	.460	.342	-.219	1.139
Popularity of Brand	Equal variances assumed	3.592	.061	-.143	98	.886	-.060	.419	-.892	.772
	Equal variances not assumed			-.143	85.367	.887	-.060	.419	-.893	.773

Land of Origin	Equal variances assumed	8.190	.005	-.402	98	.688	-.180	.447	-1.068	.708
	Equal variances not assumed			-.402	78.388	.689	-.180	.447	-1.071	.711
Quality of Product	Equal variances assumed	.277	.600	-.847	98	.399	-.420	.496	-1.404	.564
	Equal variances not assumed			-.847	97.527	.399	-.420	.496	-1.404	.564

Source: Data process, 2017

Table 1 shows the result of different test of Style, Promotion, Popularity of Brand, Land of Origin, and Quality of product on young male and female preferences in choosing international brand. From table above found that sig (2-tailed) on variable style of female shows  $0.677 > 0.05$  and variable style of Male shows  $0.677 > 0.05$ . This means there is no significant difference in terms of style between the young Female and Male in choosing international fashion brand. The second point from table 1 found that sig. (2-tailed) on variable promotion of Female shows  $0.182 < 0.05$  and variable promotion of Male shows  $0.182 < 0.05$ . This means there is significant difference in terms of promotion related to the young Female and Male in choosing international fashion brand. On the third point of table 1 found that sig. (2-tailed) on variable popularity of brand for Female shows  $0.886 > 0.05$  and variable popularity of brand for Male shows  $0.887 > 0.05$ . This means there is no significant difference in terms of popularity of brand related to the young Female and Male in choosing international fashion brand. Based on fourth point from table 4.4 found that sig. (2-tailed) on variable land of origin for Female shows  $0.688 > 0.05$  and variable land of origin for Male shows  $0.689 > 0.05$ . This means there is no significant difference in terms of land of origin related to the young Female and Male in choosing international fashion brand. And the fifth point from table 1 found that sig. (2-tailed) on variable quality of product for Female shows  $0.399 < 0.05$  and variable quality of product for Male shows  $0.399 < 0.05$ . This means there is significant difference in terms of quality of product related to the young Female and Male in choosing international fashion brand.

## Discussion

The purpose of this research is to find the difference of young Female and Male preferences in choosing international fashion brand. This research is to analyze about the difference between two

object based on five variables, which are Style, Promotion, Popularity of Brand, Land of Origin, and Quality of Product. To analyze the data, Independent T-test method was used.

### **Comparison Young Male and Female in Choosing International Fashion Brand based on Style**

The result shows that there are no significant differences in terms of style between the young Female and Male in choosing international fashion brand. It means that the style of both in choosing international fashion brand have similar tastes. In this case, the young Female and Male agreed with fashion update of international brand because they always follow the trend. Second, for the variance of fashion mode, international brand have many kind of fashion characteristic in every year. And third, international brand is more fashionable.

### **Comparison Young Male and Female in Choosing International Fashion Brand based on Promotion**

The results shows that there are significant differences in terms of promotion related to the young Female and Male in choosing international fashion brand. The customers' purchase decisions are influenced by discount or cheaper price, the advertisement can attract the customers to buy their product, and the promotion helps to distinguish different brand. Some respondents agreed with the promotion of international brand, and some of the respondents disagreed with that.

### **Comparison Young Male and Female in Choosing International Fashion Brand based on Popularity of Brand**

The results shows that there are no significant differences in terms of popularity of brand related to the young Female and Male in choosing international fashion brand. The young Female and Male agreed with the statement of purchase the international branded which is held high in esteem. Brand name is the priority in buying decision, and having bought the international brand product increases the social status.

### **Comparison Young Male and Female in Choosing International Fashion Brand based on Land of Origin.**

The results show that there are no significant differences in terms of land of origin related to the young Female and Male in choosing international fashion brand. Tag of international brand is one of the factor that influence purchase decision, product quality determines by the nationality of brand, and land of production determines the characteristic of their fashion mode. All the respondents agree with that.

### **Comparison Young Male and Female in Choosing International Fashion Brand based on Quality of Product**

The results showed that there are significant differences in terms of quality of product related to the young Female and Male in choosing international fashion brand. Products of international brand are more comfortable, price could not be sensitive if the product have good quality, and quality is one of the factor that influence buying decision. Some respondents agreed with the promotion of international brand, and some of the respondents disagreed with that.

## CONCLUSION AND RECOMMENDATION

### Conclusions

Conclusion of this research are:

1. There is no significant difference in terms of Style between the young Female and male in choosing international fashion brand.
2. There is significant difference in terms of Promotion related to the young Female and Male in choosing international fashion brand.
3. There is no significant difference in terms of Popularity of Brand related to the young Female and Male in choosing international fashion brand.
4. There is no significant difference in terms of Land of Origin related to the young Female and Male in choosing international fashion brand.
5. There is significant difference in terms of Quality of Product related to the young Female and Male in choosing international fashion brand.

### Recommendations

Some recommendations are considered important to address those results. They are as follows:

1. As seen from the result, Young Female and Male customers have their own preference about style. Thus, the international brand should improve more their fashion style by following the trend. On the other hand, promotion the international brand should increase their marketing efforts to take their advantages and maintain the sales or develop the marketing strategy such as to develop more new product as customer wants in order to seize the loyalty of consumer from the competitor. There are also popularity of brand and land of origin, which influence the consumer purchase decision. In this case, the international brand should improve to be more famous and looks fabulous from the point of view of customers. The customers also prefer another factors such as land of origin. It is considered as the most important factor. The other factors are quality of product. The international brand should more improve their quality in terms of production. It is because consumers consider quality as an important factor. Most of the customers make a quality of product as a higher consideration than the price itself. As a consequence, in order to acquire more customers, the international brand should improve their performance all the time. Because most of people perceive the international brand as their pride in terms of social status.
2. The results of this study can be used as references for contributing the knowledge of management marketing, specifically consumer purchasing decisions.

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