THE ANALYSIS OF GENERATION Z'S CONSUMPTIVE BAHAVIOR TOWARD APPAREL PRODUCT IN MANADO

ANALISIS PERILAKU KONSUMTIF GENERASI Z TERHADAP PRODUK APPAREL DI MANADO

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Abstract: Generation Z is the next generation after millennial generation. This generation is the people who were born in the period from 1995 to 2010 and grew up with technology, internet and social media. Born and developing in the era of digital technology makes generation Z a technology addicts and tends to be anti-social. Therefore, they are studied by researchers and marketers to determine the generation characteristics as they have a lot of influence over the older generations and are trendsetters across all industries. The aim of this research is to find out if price and social media affect generation Z's consumptive behavior on buying apparel product. This study used a sample of 100 students of generation Z as university student in Manado especially at Faculty of Economic and Business at Sam Ratulangi University and the data was collected by using Google form. This study used a quantitative research method with Multiple Linear Regression (MLR) as a statistical technique. The conclusion shows that before they buy products with social media, it turns out that they have an effect on generation Z for consumptive behavior. For recommendation generation Z are expected to be able to learning about financial literacy.

Keywords: generation Z, price, media social, consumptive behavior

Abstrak: *Generasi Z adalah generasi penerus generasi milenial. Generasi ini adalah orang-orang yang lahir pada periode 1995 hingga 2010 dan tumbuh dengan teknologi, internet, dan media sosial. Lahir dan berkembang di era teknologi digital membuat generasi Z menjadi pecandu teknologi dan cenderung anti sosial. Oleh karena itu, mereka dipelajari oleh para peneliti dan pemasar untuk menentukan karakteristik generasi karena mereka memiliki banyak pengaruh terhadap generasi yang lebih tua dan merupakan pencipta tren di semua industri. Tujuan dari penelitian ini adalah untuk mengetahui apakah harga dan media sosial mempengaruhi perilaku konsumtif generasi Z dalam membeli produk apparel. Penelitian ini menggunakan sampel sebanyak 100 mahasiswa angkatan Z mahasiswa di Manado khususnya Fakultas Ekonomi dan Bisnis Universitas Sam Ratulangi dan pengumpulan data dilakukan dengan menggunakan formulir Google. Penelitian ini menggunakan metode penelitian kuantitatif dengan teknik statistik Regresi Linier Berganda (MLR). Kesimpulannya menunjukkan bahwa sebelum membeli produk dengan media sosial ternyata berpengaruh pada generasi Z untuk perilaku konsumtif. Bagi generasi Z rekomendasi diharapkan mampu belajar tentang literasi keuangan.*

Kata Kunci: *generasi Z, harga, media sosial, perilaku konsumtif*

INTORDUCTION

Research Background

Generation Z is the next generation after millennial generation. This generation is the people who were born in the period from 1995 to 2010 and grew up with technology, internet and social media. Born and developing in the era of digital technology makes generation Z a technology addict and tends to be anti-social. Therefore, they are studied by researches and marketers to determine the generation characteristics as they have a lot of influence over the older generations and are trendsetters across all industries. In comparison to other generations, generation Z are considered more homogeneous because of the connectivity to the internet by which they communicate, learn and share lifestyle tendencies.

Nowadays generation Z have some additional expense for their life as a university student, moreover students nowadays have smartphone that need credit to activate its services (Wahyningtyas, 2011). University students, especially in big city like Manado also need to fulfill their desire and their social need (Campen, Gerlinger, and Reusswig, 2005) by buy some product that they needs or wants. In fulfill their desire and their social need, generation Z or student so often in buying some product for they daily life to use or show it off at university. Because nowadays that we already know, student came to the university is not only for their duty to be a student. But also they have prestige or desire to show off their outfit of the day or their goods like clothes.

Apparel also known as clothes and attire is a collective term for items worn on the body. Clothing performs a range of social and cultural functions, such as individual, occupational and gender differentiation, and social status. Clothing may also function as adornment and an expression of personal taste or style. Clothing has been made from a very wide variety of materials, ranging from leather and furs to woven fabrics to elaborate and exotic natural and synthetic fabrics. Not all body coverings are regarded as clothing. An example of the phenomenon of clothing in Indonesia is where there is a brand of clothing that carries the image, successfully driving thousands of people to go to shopping center and willing to queue for hours to have it. Buying apparel product is a primary need but many other university students buy clothes as a trend or lifestyle, some people consider it as their prestige and self-image. With many kind of apparel product can make university student appearance look more fashionable. Each apparel's model has its own meaning depending on the accent of each type of the product. By wearing different clothes, different impressions are created. This leads many generation Z to buy items that they don't need or even want, which results in overspending and buyer's remorse.

In fulfill their desire and social needs, generation Z as the university student are really consumptive in purchased fashion product. Just like in Manado as the one of the biggest city in Indonesia, and have really famous slogan "Lebe Bae Kalah Nasi, Dari Pada Kalah Aksi". It means, fashion is more important than others and make people more want to increasing their fashion style and show it off, in order to increasing their confident. Like Sam Ratulangi University, a very famous university in Manado especially at faculty of Economic and Business Majoring International Business Administration that has so many students in it and also the faculty that famous for its students who care a lot about style, it makes they look more consumptive.

Research Objective

The research objectives are:
1. To identify if price affect generation Z's consumptive behavior on buying apparel product.
2. To identify if Social medial affect generation Z's consumptive behavior on buying apparel product.

THEORETICAL REVIEW

Generation Z

Generation Z is a generation born in the span of 1995 to 2010 AD. As a generation who born in the digital era, internet access has become a necessity for generation Z. They have similarities to Generation Y, but they are able to apply all activities at one time such as tweeting using a cellphone, browsing with a PC, and listening to music using a headset. Whatever is done mostly related to cyberspace. Since childhood they have known technology and are familiar with sophisticated gadgets that indirectly affect their personalities, an as a digital generation who is expert with information technology and various computer applications.

Millennial Generation

Millennial, also known as Generation Y (or simply Gen Y), are the demographic cohort following Generation X and preceding Generation Z. In Ad Age threw in the towel by conceding that millennial is a better name

than Gen Y (Horovitz, 2012). Researchers and popular media use the early 1980s as starting birth years and the mid-1990s to early 2000s as ending birth years. Millennial are sometimes referred to as "echo boomers" due to a major surge in birth rates in the 1980s and 1990s, and because millennial are often the children of the baby boomers.

Price

Prices play a key role in creating customer value and building customer relationships. Price is so much more than only the amount of money charged for a product. The price influences the buying decision of the customer tremendously. Considering the customer, a price is the amount of money the consumer has to pay and therefore it has to represent good value.

Social Media

Social media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. For businesses, social media is an indispensable tool. Companies use the platform to find and engage with customers, drive sales through advertising and promotion, gauge consumer trends, and offering customer service or support. Social media's role in helping businesses is significant.

Consumer Behavior

Consumer behavior has numerous factors as a part of it which are believed to have some level of effect on the purchasing decisions of the customers. Consumer behavior is the study of how individuals, groups and or ganizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Kotler and Keller, 2006). Studying consumers provides clues for improving or introducing products or services, setting prices, devising channels, crafting messages, and developing other marketing activities.

Consumer's Consumptive Behavior

Consumptive behavior is a luxurious lifestyle that does not consider the effects of the behavior. Consumptive life behavior is very detrimental to individuals in personal level, even though consumptive behavior is not included in the category of behavior disorder. Consumptive behavior predominantly occurs at the level of students, especially female students. Consumptive behavior is a behavior of buying and using goods that are not based on rational considerations and have a tendency to consume things without limits, where individuals are more concerned with desires than needs, and are characterized by the existence of luxurious and excessive life, the use of all the most luxurious things which provides physical satisfaction and comfort.

Previous Research

Aldo (2014) to know about the factors that influenced consumptive behavior, and conclude the entire variable into 5 dominant factors that had influence to their consumptive behavior. Product usage, purchasing power, social status, satisfaction, and prestige. All of the variables are accepted and it related each other. So we can conclude this result of this research has the similarity with the result of research conducted by Hotpascaman.

Selamet (2018) in the impact of financial literacy, consumptive behavior and m-banking services on savings management. Proves that partially m-banking services affect the management of savings, while financial literacy and consumptive behavior do not partially affect savings management.

Kessuvan (2015) a study of consumption behaviors and factors affecting decision to purchase fishery products of consumers in the North and Northeast of Thailand, to explore the consumption behavior and consumer's attitude toward the important factors affecting decision to purchase fishery products for the development of fishery businesses and the Fish Marketing Organization, Thailand. The Fish Marketing Organization, Thailand can use the findings from this study to formulate strategic distribution plans for its fishery products and provide more effective operations and services to the target consumers in both locations.
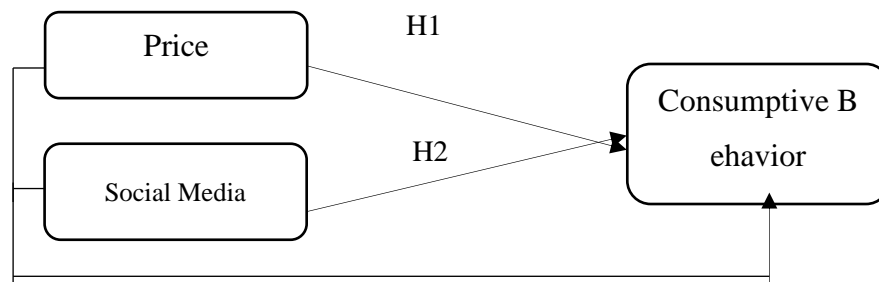
Conceptual Framework

Figure 1. Conceptual Framework
Source: Data Processed, 2019

Research Hypothesis
H1: Price affect generation Z's consumptive behavior on apparel product
H2: Social media affect generation Z's behavior on apparel product

RESEARCH METHOD

Research Approach
        This is a quantitative research that emphasizes objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Survey method used as the source of primary data by distributing questionnaire to find out the generation Z consumptive behavior of independent variables (X) price and social media on dependent variable (Y) consumptive behavior.

Population, Sample, and Sampling Technique
        The population of this research is students of International Business Administration which is generation Z. Sample is a part of the population, within research sample is divided within the current population in order to find the right entity for the research. The sample size of the research will be 100 respondents in this case, as it will be necessary and valid because of the fact that the generation Z as the university student decided to buy the apparel product.

Data Collection Method
        To collect the research data, primary data collection was used through questionnaires by using Google form. A questionnaire is a research instrument consisting of a series of questions (or other type of prompts) for the purpose of gathering information from respondents.

Operational Definition of Research Variables
Table 1. Variable Definition

No	Variable	Operational Definition	Indicators
1.	Price (X_1)	Price is the value of an apparel product that must be paid by the buyer in order to get their apparel product. Because generation Z is really sensitive with price, they will be consider if the product worth it or not with the price.	1. Price affordability 2. Price assessment 3. Quality of product 4. Benefit of product 5. Respond of price increasing
2.	Social Media (X_2)	Social media is a means of online association on the internet and makes generation Z more easily find or see Advertisement apparel product.	1. Attention 2. Explorative interest 3. Information format 4. Transactional interest

| 3. | Consumptive Behavior (Y) | Consumptive behavior is the behavior of the generation Z where in terms of buying activities that focus on what they wants not what they need. | 1. Emotional 2. Social recognition 3. Prestige 4. Satisfaction 5. Confidence |

Source: Data Processed, 2019

Validity and Reliability

       Validity test use to measure the obtaining data are in line with the research concept. In other words, the instrument items used to obtain the data is correct and related with the concept of the research that will be conducted. Reliability test use to measure the consistency of instrument items. Reliability test defined as an index that showed how far instrument items can be trusted or dependable.

Multiple Linear Regression

       Multiple linear regression, also known simply as multiple regression, is a statistical technique that uses several explanatory variables to predict the outcome of a response variable. The goal of multiple linear regression is to model the linear relationship between the explanatory (independent) variables and response (dependent) variable.

The formula of multiple linear regressions in general as follows:

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$

Description:

Y = Dependent variable (Consumptive Behavior)

X_1 = Price

X_2 = Social Media

A = Constant

β_1, β_2 = the regression coefficient of each variable

ε = Error

RESULT AND DISCUSSION

Result

Validity and Reliability

       The value of correlation index for relationship among variable independents Price and Social Media with variable dependent Consumptive Behavior are greater than 0.3 and below the significant level of 5% (0.05). Show a positive relationship. Therefore, the data is valid.

Result of Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression

		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	6.022	20940		2.048	.043
	Price	.206	.085	.228	2.428	.017
	Social Media	.434	.136	.301	3.203	.002

a. Dependent Variable: Consumptive Behavior

Source: SPSS Output, 2019

       Multiple regression analysis is used to determine the effect of the independent variables on dependent variable. The multiple linear regression equation can be interpreted as follows:

1. Constant value of 6,022 means that in a condition of ceteris paribus, if all independent variables equal to zero, then Consumptive Behavior (Y) as dependent variable will be 6,002.
2. X1's coefficient value of 0.206 means that if there is one unit increase in Price (X1) then the Consumptive Behavior (Y) will improve and increase by 0.206.
3. X_2's coefficient value of 0.434 means that if there is one unit increase in Social Media (X_2) then the

Consumptive Behavior (Y) will improve and increase by 0.434

Testing the Goodness of fit: Coefficient of Multiple Correlation (R) and Coefficient of Determination (R2)
Table 3. Result of R and R2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.301[a]	.145	.127	3.001
a. Predictors: (Constant), Price, Social Media				

Source: SPSS Output, 2019

The value of coefficient of determination is between 0 and 1. The coefficient of determination (R^2) accor ding to the table 4.7 is 0.145 which shows that the variation of all independent variable explains 14.5% of variati on in the Consumptive Behavior (Y), while the remaining 85.5% is explained by other factors outside the model or not discussed in this research.

Multicollinearity
Table 4. Multicollinearity Statistics

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Price	1.000	1.000	No Multicollinearity
Social Media	1.000	1.000	No Multicollinearity

Source: SPSS Output, 2019

The tolerance value of Price is 1.000, and Social Media is 1.000 meaning that the tolerance value of eac h variable is more than 0.1. The VIF value of Price is 1.000 Social Media is 1.000 meaning that the VIF value of each variable is less than 10. Since all the tolerance values are more than 0.1 and VIF value of each independent variable is less than 10, this research is free from multicollinearity.
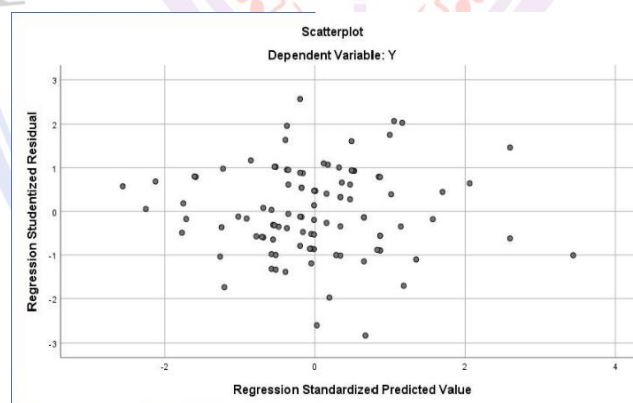
Heteroscedasticity

Figure 2. Heteroscedasticity
Source: SPPS Output, 2019

Figure 2, shows that the dots are spreading above and below the number zero (0) in the Y axis. This pro ves that there is no heteroscedasticity in this regression.
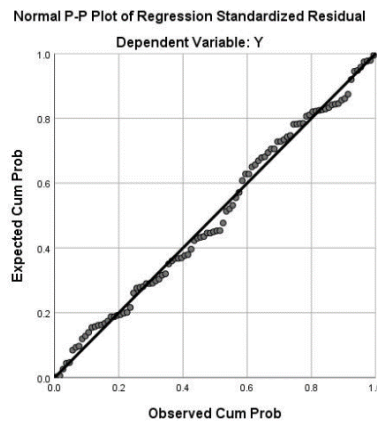
Normality

Figure 3. Normality
Source: SPSS Output, 2019

Figure 3, shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is accepted which means the data of this research is normally distributed.

Hypothesis Testing
F-Test
Table 5. Simultaneous Test (F-test Output)

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	148.148	2	74.074	8.222	.000^b
	Residual	873.852	97	9.009		
	Total	1022.000	99			

a. Dependent Variable: Consumptive Behavior
b. Predictors: (Constant), Price, Social Media
Source: SPSS Output, 2019

The value of F_{count} is 8.222. The value of F_{table} is found on the F Distribution Table by determining the degree of freedom 1 (numerator) is 2 and degree of freedom 2 (denumerator) is 97 with level of significance is 0.05 ($\alpha = 0.05$) and the level confidence is 95 then F_{table} is 3.0718. The result is Fcount (8.222) >F_{table} is (3.0718). Therefore, since F_{count} is greater than F_{table} Hypothesis 1 is accepted which means the independent variables simultaneously influence the dependent variable significantly.

t-test
Table 6. Partial Test (t-test Output)

Variable	t_{count}	t_{table}	Description
Price (x1)	2.428	1.660	Accepted
Social Media (x2)	3.203	1.660	Accepted

Source: SPSS Output, 2019

Based on the results of partial regression analysis:
1.) The value of t-count of X_1 is 2.428 with the level significant of 0.017. Since the value of t_{count} = 2.428 > t_{table}= 1.660 meaning that H_1 is accepted.
2.) The value of t-count of X_2 is 3.203 with the level significant of 0.002. Since the value of t_{count} = 3.203 > t_{table}= 1.660 meaning that H_2 is accepted.

Discussion
Consumptive behavior is where the emergence of a desire to buy goods that is less necessary to meet personal satisfaction. This consumptive behavior can continue to take root in a student's lifestyle. Consumptive behavior is a human tendency to perform limitless consumption, where people are more concerned with factors emo

tion rather than encouragement which desires to consume and purchase goods due to the lure of gifts, packaged goods, keep prestige, seeking and enhance the status, a model of conformity and the desire to try the product (Ancok and Suroso, 1995).

For this reason, the major contribution of this study is to explore the effect of Price and Social Media as the independent variable on Consumptive Behavior; as the dependent variable. In this research the data was collected from 100 respondents which are the students Faculty of Economics and Business, IBA Department, Sam Ratulangi University. The respondents are categorized by gender, number of social media access, and monthly allowance. The result shows that 66 respondents are female and 34 respondents are male. Most of the respondents are between 19 – 23 years' old which is they are generation Z and how often they used social media in a day.

This research was analyzed using multiple linear regression analysis. In the multiple regression method, regression procedures must divide the variables into two types which are dependent variable and independent variables. To get an accurate result from multiple linear regression method the purpose of this research is to analyzed the effect of Price (X1), Social Media (X2) as the independent variables towards Consumptive Behavior (Y) as the dependent variable. The result of this research shows that based on hypothesis testing by using F-test, it is proven that there is linear relationship between independent and dependent variable simultaneously. It is also shows that based on hypothesis testing using T-test, from the significance value it can be seen that all variables individually have a significant effect. Variables that have significant effect are each variable such as Price and Social Media on the Consumptive Behavior.

CONCLUSION AND RECOMMENDATION

Conclusion
After examining the findings and discussing the result, the conclusions based on this research can be formulated as follows:
1. Price still give effect to the generation Z's consumptive behavior in purchase apparel product. It can be seen from the results of the research where when the price of a apparel product is still relatively cheap, they still want to buy it.
2. Social media give effect to the generation Z's consumptive behavior in purchase the apparel product. The more often student use social media and the more often they see advertisements through social media, it can affect the desire of student to find out about the product and make planning to purchases. After getting enough information, student will immediately buy the product.
3. Consumptive behavior in the generation Z's environment is become a lifestyle and one of the trend that they need to follow so that they can be accepted in their social circle.

Recommendation
1. Future studies are expected to add other variables because the results obtained are still have another variable that can affect generation Z's consumptive behavior. And it is expected to increase the number of samples and increase the time period, so the amount of data produced is more representative of the population and gets better results and provides benefits in the form of knowledge and referrals about Lifestyle, Social Media, Financial Literacy, and Consumptive Behavior.
2. Generation Z are expected to be able to learning about financial literacy, where financial literacy is the knowledge and skills to apply an understanding of concepts and risks, the skills to be able to make effective decisions in a financial context to improve financial well-being, individually and socially, and be able to participate in the community. So it does not behave consumptively. This can be done by getting used to living frugally and simply like not shopping for branded product and forcing to buy something if the money is not enough. And try to make a budget of each income received.
3. And for parents are expected to be able to educate the generation Z to manage their finances. And expected to be able to provide advice and reasonable time limits for doing activities outside so that lifestyle and behavior can still be controlled.

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