

Method of Creating Generation Z's Preferences in Choosing Streetwear Brands

Senon Theodore

stheodore@student.ciputra.ac.id

Visual Communication Design, Creative Industries Faculty
Ciputra University Surabaya

ABSTRACT

The main fashion trend, namely streetwear, which is developing in various parts of the world, including Indonesia, is attracting a lot of attention, especially for generation Z. In local streetwear, there are problems found and cited through the Innovation Development Design worksheet (2022), namely: not being a creator so that fake products are mushrooming, interest in young people who buy outdoor streetwear products make the dollar rise, lack of concept development. The solution, through a case study of the preferences of generation Z, can be used as an idea in building the right preferences for targets and developing a Unique Selling Proposition (USP) for streetwear brands in the future. This study is intended to determine the preferences of generation Z to support streetwear brands in the idea development process. To get the maximum study results, in this study a descriptive method with a qualitative and quantitative approach was used. The results of these findings state three preferences from generation Z when choosing streetwear clothing, namely: streetwear clothing preferences based on quality and originality, streetwear clothing preferences based on experience in choosing, and using the latest streetwear clothing preferences on counterfeit products. Through all these preferences, in order to achieve the preferences of generation Z on making new streetwear, it is through design, namely the creation of concepts in designs and messages conveyed because they are teenagers. The output of this journal is expected to be an inspiration for new streetwear brands to create original and growing clothing concept designs.

Keywords: Streetwear, Preference, Design, Concept

INTRODUCTION

Fashion is realized as a person's identity, emotion and self-expression (Thind, 2018). According to (Feisol, 2018), streetwear fashion is a distinctive style of fashion or clothing from street fashion with many meanings and ideological messages which are closely related to many different street scenes and cultures. Similar to different trends in most fashion categories, streetwear fashion is generally present and developed in various urban community routes in various parts of the world including Indonesia.

In purchasing streetwear clothing, consumers must have a preferred preference, customer preference is a market choice in liking or disliking products which are consumed through a series of existing product choices. Opportunities in the existence of streetwear brands in Indonesia are with the development of the Indonesian clothing industry in big cities, some urban communities are considered open to

existing influences. The influence experienced in Indonesia is very large towards the introduction of new things, especially with the existence of the internet as a medium to connect people directly, this makes many people curious and eventually carry out the search process. This is how streetwear can come from Indonesia's modernization process. Streetwear attracts a lot of attention from urban communities especially generation Z, generation Z is born in the digital era, at a young age they have a great influence on family purchasing decisions. Streetwear clothing has become a new lifestyle which was initially adopted by some young people and has since grown. So, this is certainly an opportunity for local streetwear brands to market their products in major cities in Indonesia.

The habit of which generation Z has is the emergence of fashion trends, especially in streetwear in the digital era, is expected to make people's consumption power, especially among teenagers, tend to increase sharply, so that the money spent on buying these items belongs to parents. The reason why generation Z has a sharp consumption power habit is through the results of research in a journal conducted by (Rahmadya Putra Nugraha, 2019) which states that with the generation Z market, they no longer want to look cool in a big event, but look cool in doing daily life.

Through excerpts from the Innovation Development Design worksheet (2022), there are problems in streetwear in Indonesia, through self observation in the marketplace, interviews with teenagers and reading journals as support, the problems which arise consist of:

- The habit of the clothing industry in Indonesia is mostly just accepting production, not creating an original product and becoming a creator. This has led to the proliferation of counterfeit and imported brands because it is easier to copy than to develop something new.
- Young people's interest in buying foreign products makes the dollar stronger.
- Lack of concept idea development on designs such as mascots and so on.

Through the quotation of the problems which have been described, the solution by examining the preferences of generation Z in choosing streetwear can be used as an idea in designing streetwear products with the right preferences for the target market and developing a Unique Selling Proposition (USP) streetwear brands in the future.

Problem formulation:

1. What is streetwear clothing?
2. What preferences does generation Z decide in buying streetwear clothes and why choose these preferences?

3. What is the solution of streetwear brands to be able to solve unfavorable preferences and achieve the preferences they want?
4. What are the opinions around Generation Z regarding streetwear and their preferences in buying streetwear?

RESEARCH METHOD

The method used in research which focuses on generation on the preferences of streetwear clothing needs is to use descriptive methods with qualitative and quantitative approaches. According to (Sugiyono, 2016:9), qualitative descriptive method is a research method based on the philosophy of post-naturalism which is used to consider the state of natural objects in which investigation is the key in data collection, the technique used is through analysis (combination). The purpose of this research serves to find out the preferences of generation Z to support streetwear brands in the process of developing ideas in order to be able to achieve the right preferences on the target. Based on several considerations related to various aspects related to the research problem, researchers can categorize several market criteria. While the market criteria used in this survey are:

1. Generation Z teenagers (1997-2012)
2. Indonesian citizenship
3. Users of streetwear as daily fashion needs

The data acquisition technique obtained through this survey uses primary and secondary data, namely collection through interviews with generation Z as many as 5 people who like streetwear and trusted literature sources such as books, journals.

RESULTS AND DISCUSSION

Streetwear Clothing



Figure 1 Definition of streetwear

Source: Editor's voice

Hypebeast is a trendsetter who loves things which are trending or popular. Streetwear fashion is a style of clothing or clothing typical of street fashion, which is formed and developed by applying many different street cultures to it. According to (Cakra, & Setiawan, 2021) streetwear fashion itself has been known since Shawn Stussy and his brand, Stussy was pioneered in the early 1980s in Orange County, California, United States. In the 2000s, streetwear fashion began to develop massively in Indonesia, especially in big cities, Bandung being one of them. Bandung is a strategic location for the development of creative industries in the fashion sector (Pradipta, Dienaputra, & Septiani, 2021). In streetwear is usually identified into 4 main parts, namely:

- 1) Original Fashion: usually offers t-shirts at an affordable price
- 2) Sportswear: sportswear which offers both active and casual wear, such as Adidas and Nike
- 3) Adopt: companies which have incorporated basic streetwear designs, but whose brand identity has nothing to do with streetwear, such as Louis Vuitton
- 4) Luxury: offering luxury goods, such as Off-White

With the presence of streetwear brand categories, urban communities, especially generation Z, want to show their identity through interactions with others, socialization which is carried out will arise reactions from others and vice versa.

Generation Z's Preferences in Buying Streetwear Clothing and Reasons for Choosing These Preferences

According to (Natalia, 2017), in purchasing consumer goods, there are four types of goods: convenience goods, shopping goods, specialty goods, and unsought goods. Goods which are being selected and purchased by consumers as a comparison are referred to as shopping goods. Every generation Z consumer must have their own preferences in buying streetwear clothing. Based on reading through the literature and journals which have been conducted, the preferences of each generation Z can be divided into as follows, namely: streetwear preferences based on quality and originality, streetwear preferences based on the experiences of choosing and using and finally streetwear preferences on counterfeit products.

1) Streetwear preferences based on quality and originality

According to (Yanto, 2017) the quality of clothing is a measure of whether the product in question meets consumer expectations or not. Whereas originality is a representation of the originality of one's creation based on their individual ability and creativity. If brands want to grow and make profits, they have no other option so they

must develop quality. This shows that quality affects customers. By having a comfortable quality and originality design, it makes generation Z interested in buying. Because with originality, clothes will look more original and a person who uses them will become more confident. This preference is a preference in buying products of well-known brands and there is no doubt about their quality and originality such as Off-White, Adidas, Nike, and so on.

2) Preferences of streetwear clothing based on the experience of choosing and using

In preferences from the experience of choosing and using, usually the consumer characteristics of which consumers want to buy or choose a clothing product, use, and even the desired experience are called consumer purchasing decisions. According to (Reyes, 2020) These decisions are based on product attributes, product attributes are a part which ensures the product meets the needs and desires of consumers. This includes trademarks, labels, and so on. Labeling and packaging are intended to attract buyers to choose these products and if these attributes are chosen, it is hoped that customers will be satisfied with the product. With the circulation of new and affordable streetwear stores, especially in the digital era, consumers are confused about which product to buy so that consumers tend to choose and compare streetwear stores which attract their attention. Later, after the product has arrived, if the results of the experience match the preferences, it will be used as a consumer preference. This is the reason why some generation Z choose this preference. However, if it does not match the consumer, then the preference is not achieved and is less satisfied with the results.

3) Preference of streetwear clothing for counterfeit products

Counterfeit products are imitation products without any modification by the creator and this can be a misuse of trademark. Counterfeit products are illegally created or marketed products whose properties are protected by trademarks, patents. Through the branding of the manufacturer's original clothing, it can deceive consumers into believing that consumers are buying original clothing products. Counterfeiting of clothing products usually occurs from well-known brands. According to (Fathurrahman & Saputri, 2019) it stated that Eisend and Schuchert-Guler's (2006) study, the reason consumers buy counterfeit products or choose streetwear clothing preferences in counterfeit products is because they want to show everyone that they can afford branded products and have the mindset that the product will not harm the original owner. So, some generation Z choose products to duplicate the famous brand of their choice even though they know it is fake in this case.

Streetwear Brands' Solution to Solve Poor Preferences and Achieve Their Preferences

With the findings which have been done, the solution for streetwear brands to be able to solve preferences for fake products and achieve all the preferences of generation Z is through design, design is a human skill to find solutions or life problems (Hendrawan, 2020). Not just design but concept development is introduced, in which the concept applies ideas and insight which are shown in the design of streetwear products. The concept can be in the form of a story, message or mascot character which is poured. From this solution, it shows a brand's own ideas or innovations and looks more original without plagiarism or imitation from there, attracting consumer attention to choose the brand. With the insight of the design solution, it can answer the achievement of two components, namely originality preferences and voting preferences. In the preference of consumers who still have the mindset to look cool through fake products can be reduced and switch to original products.

Generation Z's Opinions on Streetwear and Their Preferences in Buying Streetwear

Through interviews with 5 people which have been conducted to generation Z regarding streetwear, the following are the results of their respondents:

Table 1
Interview results
Source: Interview results to 5 respondents

1. Through what 3 preferences (streetwear preferences based on quality and originality, streetwear preferences based on the experience of choosing and using and streetwear preferences on counterfeit products) do you usually use when buying streetwear and why do you choose these preferences?

No	Data Collection Technique	Source	Respondent of Question Number 1
1	Interview	Vanessa Natalie	Preferences for streetwear clothing based on the experience of choosing and using, the reason is because design/cutting is more important (creativity)

2	Interview	Part Lintang Ruhil	Preferences for streetwear clothing based on the experience of choosing and using, the reason is because he usually looks at the clothes model.
3	Interview	David Dharmawan	Preferences for streetwear clothing based on the experience of choosing and using, the reason is because it is better to look for or use clothes which are comfortable and good (design) even though they are not well-known brands
4	Interview	Jade Victoria	Preferences for streetwear clothing based on the experience of choosing and using, the reason is because unnoticed brands have uniqueness.
5	Interview	Calvin Kristianto	Preferences for streetwear clothing based on the experience of choosing and using, the reason is because it is more about whether the clothes are good or not.

Table 2
Interview results
Source: Interview results to 5 respondents

2. What are the reasons for the preference of streetwear clothing for counterfeit products in Indonesia? Then, how to reduce the preference of streetwear clothing on counterfeit products in Indonesia?

No	Data Collection Technique	Source	Respondent of Question Number 2
1	Interview	Vanessa Natalie	Price constraints on originality products and lack of creativity from local brands, the solutions to increase the creativity of local brand designs.
2	Interview	Part Lintang Ruhil	Original brands are expensive but people are chasing style, so the solution is for local brands to improve their designs according to their target market.
3	Interview	David Dharmawan	Self-esteem is higher than reality. The solution is to create a brand which suits the economy and the quality of foreign brands.
4	Interview	Jade Victoria	High prestige in using clothes to look more. The solution is to be a creator and fulfill the aesthetics (design).

5	Interview	Calvin Kristianto	Expensive prices make people switch to fake product preferences. The solution is to create designs and cuts which attract the target market.
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CONCLUSION

Based on the description described above, it can be concluded that streetwear brands in Indonesia have opportunities for generation Z because the influence experienced in Indonesia is very large towards the introduction of new things with the existence of the internet, especially in streetwear. In preference consists of three, namely preferences for streetwear clothing based on quality and originality, preferences for streetwear clothing based on the experience of choosing and using, and finally preferences for streetwear clothing on counterfeit products.

In observations which have been made in the marketplace, the clothing industry in Indonesia which sells fake streetwear products has sold quite a lot. The interesting thing found through interviews with generation Z is that the majority of generation Z prefers streetwear clothing preferences based on the experience of choosing and using a product which encompasses creativity, uniqueness. Not from fake or original products, in which respondents do not think about high prestige.

However, in the journal findings and observations which have been made in the marketplace, the clothing industry in Indonesia which sells counterfeit products has sold quite a lot. The reason for the preference for counterfeit products through the interview results is due to the lack of innovation from local brands. With the findings which have been described, this can be used as a potential and insight for streetwear brands out there in order to develop their brands so that they can foster local love for streetwear brands in Indonesia, this can be done by not focusing on the design alone, but can include making design aesthetics which suit the target market, the concept for the design and the message conveyed because teenagers tend to want to tell themselves through clothes, this can certainly provide a deeper exploration of the story or message of clothing of which generation Z is interested in. In the future, in order to perfect this research, it is recommended to dig deeper into the interview questions asked to respondents.

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