

Review Article

The Effect of Global Brand Preferences, Global Lifestyle, and Celebrity Endorser against Buying Z Consumer Interests (Case Study on Consumers of NIKE Brand Shoes on Students of STIE Kesatuan Bogor)

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Abstract - The world is confronting an area of globalization that is marked by rapid technological advances. The development of this era of globalization, will lead to intense competition in the business world, such as fashion. As a result, many companies develop their businesses by utilizing technological advancements. This condition is due to the tendency of generation Z (Birth 1995-2010), which is a generation well versed in internet technology (iGeneration). In this brand, preferences have an essential role, because of several factors, including the brand influencing consumers who will determine their purchases. Because the best preference can provide quality assurance for consumers, this determines consumer purchase intention.

The purpose of this research is (1) to identify and analyze the influence of Global Brand Preference against the Consumer Buying Interest of Z Generation, (2) to find out and analyze the influence of Consumer Buying Interest of Z Generation towards the Global Lifestyle, (3) to find out and analyze the influence of Global Celebrity Endorser against the Consumer Buying Interest of Z Generation and (4) to identify and analyze the influence of Global Brand Preference, Global Lifestyle, and Global Celebrity Endorser simultaneously against the Consumer Buying Interest of Z Generation. The number of respondents in this study amounts to 100 respondents taken from STIE Kesatuan's Student. Research data were processed using SPSS. The results of this research are as follows: (1) positive and influential Global Brand Preference significantly to Consumer Buying Interest of Z Generation on the product Nike Brand Shoes with regression coefficients of 0.348 and significant value of 0.000. (2) a positive and influential Global Lifestyle significantly to Consumer Buying Interest of Z Generation on the product Nike Brand Shoes with regression coefficients of significant value and 0.189 of 0.035. (3) Global Celebrity Endorser a positive and significant effect against the Consumer Buying Interest of Z Generation on product Nike Brand

Shoes with regression coefficients of significant value and 0.305 of 0.000. (4) the Global Brand Preference, Global Lifestyle and Global Celebrity Endorser a positive and significant effect against the Consumer Buying Interest of Z Generation on product Nike Brand Shoes with a value of F count of 47,058 and higher than of the F table of 2.70 and significant value of 0.000.

Keywords - Global Brand Preference, Global Lifestyle, Global Celebrity Endorser, and Consumer Buying Interest of Z Generation.

I. INTRODUCTION

A. Research Background

At this time, global economic growth increasingly leads to competition, especially for similar companies. The world is now facing an era of globalization marked by rapid technological advances. With the development of this globalization era, it will result in intense competition in the business world, such as fashion. As a result, many companies develop their business by utilizing technological advancements. This case is due to the tendency of generation Z (born in 1995-2010), which is a generation fluent in internet technology (iGeneration). Therefore, this situation can cause companies to keep abreast of changes every time. They are required to be able to have a uniqueness that can captivate and attract the desires of consumers.

Consumer desires demand a product that suits his tastes, needs, and purchasing power. The very rapid development of technology also affects an increase in lifestyle (lifestyle). Because by utilizing technology such as gadgets, consumers can easily access and keep abreast of current trends. Lifestyle can affect the pattern of the spending behavior of each generation.

It is crucial for various industries, especially the fashion industry, to be able to understand consumer behavior. Currently, the fashion industry is continuously developing, especially in the trend of



shoes such as sports shoes or sneakers. Seeing a lifestyle that continues to develop among young people, it becomes a necessity for them to follow the latest trends that are happening — many brands of shoes with the latest models that continue to emerge. However, please note that aside from developing trends, the desire of young people to buy shoes is usually influenced by their lifestyle and influencers. In the modern era, the role of endorsers is also significant because they can attract the attention of consumers quickly. The company uses endorsers from people who are already well-known to get more public attention. Endorsers must have a good and credible image. Because seen from the attitude of consumers who will predict and pay attention to celebrity endorsers first, before they see the product or brand.

B. Problem Identification

From the description that has been stated in the background of the research, the problems in this study will be formulated as follows:

1. How big is the influence of Global Brand Preference on Buy Generation Interests of Generation Z?
2. How big is the influence of the Global Lifestyle on Consumer Generation Z Purchase Interests?
3. How much influence does Global Celebrity Endorser have on Generation Buy Consumer Interest?
4. How much influence do Global Brand Preferences, Global Lifestyles, and Global Celebrity Endorsers together have on the Generation Z Consumer Purchase Interest?

C. Purpose

Under the background and identification of the problem, this research was conducted with the aim of:

1. To find out how much influence the Global Brand Preference on Buy Generation Interests of Generation Z.
2. To find out how much influence the Global Lifestyle has on the Buy Interest of Generation Z Consumers.
3. To find out how much influence the Global Celebrity Endorser has on the Buy Interest of Generation Z Consumers.
4. To find out how much influence the Global Brand Preference, Global Lifestyle, and Global Celebrity Endorser together on Generation Z Consumer Purchase Interests.

II. LITERATURE REVIEW

Purchasing interest is vital in marketing activities, to see the possibility of consumers buying a brand or how likely consumers are to move from one brand to another. According to Kotler (2009) states that "Buying interest in consumer behavior that

arises in response to objects that indicate a person's desire to make a purchase."

In terms of determining consumer purchase interest, brand preference is very important in consideration. Brand preference is a form of consumer appreciation of the brand (Kotler, 2009); brand preference occurs at the alternative evaluation stage in purchasing decision making.

The increasing lifestyle that is developing at this time will determine the direction of purchase interest and consumer consumption choices. Kotler (2012) argues that the notion of Lifestyle is a person's lifestyle in the world expressed in his activities, interests, and opinions. Lifestyle describes the whole person in interacting with their environment. Lifestyle describes the whole pattern of a person in action and interacts in the world

In terms of determining the purchase interest by consumers, celebrity endorsers can be taken into consideration because of the relevance of the brand or product offered. Shimp in Utarsih (2014) explained that celebrity endorsers are television stars, film actors, famous athletes, and individuals who have died, which can influence the attitudes and behavior of consumers on the product advertised.

III. METHODOLOGY

The research methodology used in this study is descriptive and quantitative methods.

The data sources used in this study are primary and secondary data. The primary data in this research are respondent characteristic data and respondent's perception data about global brand preferences, global lifestyle, global celebrity endorser, and consumer buying interest while the secondary data in this study are a brief description of the company, theories about global brand preferences, global lifestyles, global celebrity endorsers and consumer buying interest and previous research data.

The data collection method in this study uses a questionnaire, which is a data collection technique that is done by giving a set of questions or written statements to the respondent to be answered.

In connection with this study, the authors make research using multiple regression analysis. In analyzing data and questionnaires, an analytical tool, SPSS 22 Software, is used.

A. Analysis Methods

Quantitative analysis is a method of analysis with numbers that can be calculated or measured. Quantitative analysis is intended to estimate the magnitude of the effect of quantitative changes in one or several other events, using statistical analysis tools — processing data with quantitative analysis through several stages.

IV. RESULTS AND DISCUSSION

Based on the results and process of questioners data using SPSS *Statistics* VE. 22, the discussion of the research hypothesis is:

a) The Effect of Global Brand Preference on the Buy Interest of Generation Z Consumers

Global Brand Preferences have a positive and significant influence on Generation Z Consumer Purchase Interests can be accepted. This is indicated by the value of t count 4.880 greater than 1.66, and the significance value of 0.000 is smaller than 0.05, then hypothesis 1 is accepted.

b) Effect of Global Lifestyle on Consumer Z Generation Interest

The Global Lifestyle has a positive and significant influence on the Generation of Consumer Interest in Buy Z is acceptable. This is indicated by the calculated t value of 2.136 is greater than 1.66, and a significance value of 0.035 being smaller than 0.05, then hypothesis 2 is accepted.

c) The influence of Global Celebrity Endorser on Buyers of Generation Z Consumers

Global Celebrity Endorser has a positive and significant influence on the Generation Z Consumer Purchase Interest that can be received. This is indicated by the calculated t value of 4,214 greater than 1.66 and a significance value of 0,000 smaller than 0.05, then hypothesis 3 is accepted.

d). The Influence of Global Brand Preference, Global Lifestyle, and Global

Celebrity Endorser on Buyers of Generation Z Consumer Interests

Based on statistical test results, the fourth hypothesis which reads that there is an Effect of Global Brand Preference, Global Lifestyle and Global Celebrity Endorser on Buy Generation Interests of Generation Z consumers can be accepted, this is indicated by the f-count value of 47,058 which is greater than f-table 2, 70 and supported by a significance value of 0,000 smaller than 0.05. The acquisition of R Square value of 0.595 is explained that the Global Brand Preference, Global Lifestyle, and Global Celebrity Endorser variables affect or explain the value variability of the Generation Z Consumer Interest in 59.5%.

V. CONCLUSION

Based on the analysis and testing of hypotheses regarding "The Effect of Global Brand Preference, Global Lifestyle, and Global Celebrity Endorser on Buy Generation Interests in Generation Z", the authors can conclude the following:

1. Global Brand Preferences have a positive and significant effect on Generation Z Consumer Purchase Interests

2. The Global Lifestyle has a positive and significant influence on Generation Z Consumer Purchase Interests
3. Global Celebrity Endorser has a positive and significant effect on Generation Z Consumer Purchase Interest
4. Global Brand Preference, Global Lifestyle, and Global Celebrity Endorser have a positive and significant effect on Buy Generation Interests of Generation Z

VI. SUGGESTION

Based on the results of research and conclusions that have been made as above, the researcher proposes the following suggestions:

1. Based on the results of the respondents' answers on the Global Brand Preference variable, it can be seen that the smallest average value is statement 3 (2.95) with a moderate description, namely Nike brand shoes being my top choice among all other global shoe brands. The author recommends that Nike brand shoes can improve product promotion and positioning, such as building consumer perceptions about product designs introduced that Nike brand sneakers are not just running shoes, they can be done by holding events or advertisements that provide product knowledge to consumers. So consumers have a degree of preference and appreciation for the Nike brand and make the Nike brand a priority or priority for consumers in choosing global brand shoes.
2. From the research conducted on the Global Lifestyle variable, it can be seen that the smallest average value is statement 1 (3.25) with moderate information, namely, I bought Nike brand shoes for daily activities in the current global era. . The author recommends that Nike shoe brands can improve shoe design innovations that can support all consumer activities in activities in the current era, for example creating semi-formal shoe products, so that it can help consumer products, especially generation Z in the International era.
3. Based on the results of respondents' answers on the Global Celebrity Endorser variable, it can be seen that the smallest average value is statement 3 (3.3) with moderate information, namely Global Celebrity Endorser from Nike brand shoes has integrity. The author recommends that Nike brand shoes carry out activities such as holding events related to sports and humanity with celebrity endorsers, so that consumers become more familiar with Nike products through their celebrity endorsers, so as to build positive perceptions and values of consumers and be able to influence consumers in choosing global shoe brands.
4. Based on the results of respondents' answers to the Buy Generation Z variable Interest

Consumer, it can be seen that the smallest average value is statement 3 (3.05) with a moderate description, I want to buy Nike brand shoes because it is my product preference or priority. The author recommends that Nike brand shoes increase or encourage consumers to make Nike shoes their needs. By creating new product innovations or shoe designs that do not seem sporty, Nike shoes can be used as product preferences for activities in non-formal or formal activities, and foster consumer preferences or preferences for Nike shoes.

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