

INTERNATIONAL CONFERENCE STIAMI

DETERMINANTS OF IMPULSE BUYING AND REPURCHASE ON Z GENERATION

Dewi Nurbaiti¹ Edwin Sholeh Rahmanullah²

^{1,2} Institut Ilmu Sosial dan Manajemen Stiami

*Email corresponding authors : justdnu@gmail.com¹ edw.sho@gmail.com²

ABSTRACT

Z Generation has its own uniqueness judging from its self-concept and lifestyle. The purpose of this study is to look at the factors that influence Generation Z in doing impulse buying and repurchase. Advertising content or captions in modern advertising media are factors that can influence generation Z in impulse buying. Unplanned buying patterns can become repeat buying behavior in generation Z because of the attractiveness of sellers, namely sales promotion. This study used qualitative methods, with interview and literature study as a method of data research. The number of respondents is as many as 20 students who fall into the category of Z generation. The results of this study can be recommendations for business actors to increase the quality of copywriting content and the preparation of sales programs in order to attract impulse buying behavior of Z generation. For the theoretical aspects of this research is useful as a discovery of new theories related to Z generation self-concept that affect impulse buying behavior and repurchase.

Keywords : Impulse Buying, Copywriting, Repurchase, Self-Concept, Generation Z

INTRODUCTION

Consumers in their respective persons have different tendencies in making decisions to buy a product. Several reasons are different reasons for each consumer depending on their respective motivations. Consumers have a different self-concept, their tendency to copywriting, as well as a variety of sales promotions offered by sellers. Having self-confidence in certain values is a natural trait that every individual certainly has. When individuals are born into the world and live life in the stages of toddlerhood, childhood, adolescence, adulthood to the elderly, of course, in the course of life, many life learnings are learned from both formal and informal environments. It is this journey of life that ultimately creates certain views of an individual that he then believes to be the best value or value. These values are made into the grip of life and form as a strong self-concept in a person, and it is this self-concept that becomes the basis for the individual to do or apply a certain action.

Everyone has different life experiences, the education applied by parents is also certainly different, this difference in the pattern of educational cultivation in a person causes the growth of certain beliefs that there are things that are considered good to do and some that are considered not good to do. This difference in believed values is not something that can be said that the value that individual A considers to be true and individual B is wrong, but it is a matter of value that is considered to be able to make his life path better every day. The values that ultimately shape into self-concept will become more firmly ingrained in a person as they get older and experience increases. The formation of self-concept is not only influenced by education that is instilled early by parents, but also influenced by formal environments such as schools or colleges, friendship environments or other communities which over time due to frequent interactions will form as a self-concept. advantage of the existence of a generation Z population today,

Determinants Of Impulse Buying And Repurchase On Z Generation

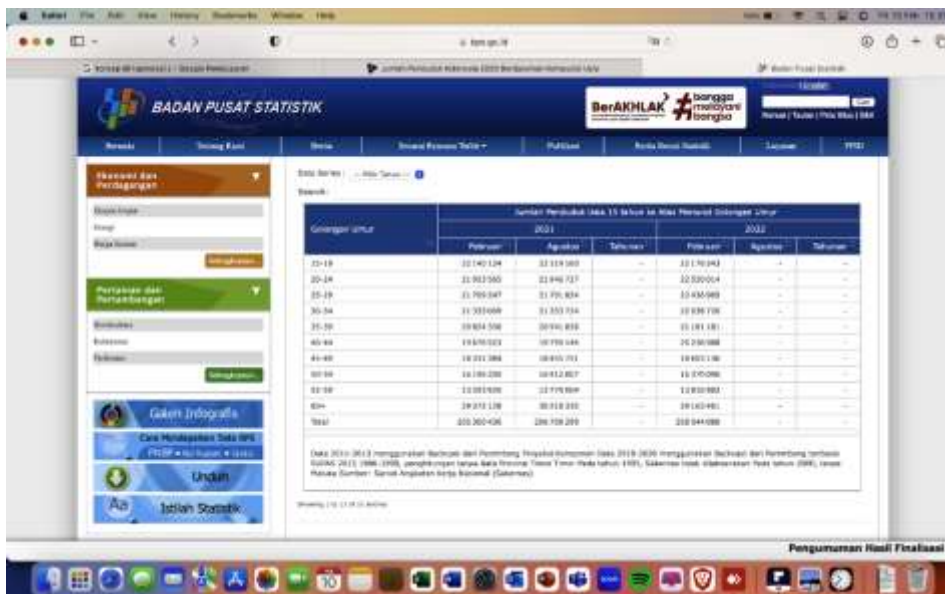
Dewi Nurbaiti, Edwin Sholeh Ramadhan

and how to conquer their hearts until interest grows in buying and ends up making decisions to buy the products offered. This condition is interesting to study to see how the generation Z self-concept factor is considered easy to make an unplanned decision to buy a product, which is supported by copywriting factors and attractive sales promotions from marketers. The population of generation Z is currently the largest in the world, including Indonesia, based on this, researchers chose generation Z as the object of research which is also a new target in the industrial world. As stated in the table below, the age of 15 to 24 years dominates the distribution of the population in Indonesia.

METHOD

This research is descriptive qualitative research, with a method of collecting data with interview and literature studies. Total of 20 people became informants in this study with an age range of 15 to 23 years. Consumers in the ranks of young people in the generation Z range, namely the age of 10 to 25 years, are in an interesting time to be targeted for sales. Where at this time some self-factors that falter easily and the reason for the high level of stress are the basis for the ease with which generation Z is influenced by sales promotion programs and sentences in certain copywriting. The self-concept that is not yet strong in generation Z is also the reason for the easy decision to buy product A and abandon product B. Based on this matter, researchers examined the self-concept of generation Z which is still easily influenced by various offers from marketers. This condition is certainly beneficial as well as a challenge for marketers or producers, how they take advantage of the existence of a generation Z population today, and how to conquer their hearts until interest grows in buying and ends up making decisions to buy the products offered. This condition is interesting to study to see how the generation Z self-concept factor is considered easy to make an unplanned decision to buy a product, which is supported by copywriting factors and attractive sales promotions from marketers. The population of generation Z is currently the largest in the world, including Indonesia, based on this, researchers chose generation Z as the object of research which is also a new target in the industrial world. As stated in the table below, the age of 15 to 24 years dominates the distribution of the population in Indonesia.

Table 1.1
Total Population Aged 15 years and Above According to Age Group



| Golongan umur | 2021 | | | 2022 | | |
|---------------|-------------|-------------|--------|-------------|---------|--------|
| | Pelajar | Agribud | Tenaga | Pelajar | Agribud | Tenaga |
| 20-24 | 22.140.124 | 33.519.980 | -- | 23.170.943 | -- | -- |
| 25-29 | 21.902.500 | 22.940.727 | -- | 22.520.004 | -- | -- |
| 30-34 | 21.700.047 | 21.770.824 | -- | 20.430.969 | -- | -- |
| 35-39 | 21.333.668 | 21.253.724 | -- | 20.830.726 | -- | -- |
| 40-44 | 20.824.526 | 20.940.820 | -- | 20.181.181 | -- | -- |
| 45-49 | 19.870.023 | 20.750.444 | -- | 20.230.088 | -- | -- |
| 50-54 | 18.221.384 | 20.820.721 | -- | 19.802.126 | -- | -- |
| 55-59 | 16.180.220 | 20.812.827 | -- | 18.700.086 | -- | -- |
| 60-64 | 12.081.626 | 22.775.826 | -- | 12.820.881 | -- | -- |
| 65+ | 20.272.128 | 20.218.222 | -- | 20.420.481 | -- | -- |
| Total | 220.200.426 | 226.728.220 | -- | 222.544.020 | -- | -- |

Source: www.bps.go.id 2022

Determinants Of Impulse Buying And Repurchase On Z Generation

Dewi Nurbaiti, Edwin Sholeh Ramadhan

The table above shows the generation in the age range of 15 to 24 years with a total of 44,696,557 people. This figure is the largest of the other age ranges until the data raised is the maximum age of 60 years and above. In addition, BPS also compiles age range categories of Indonesian residents based on the following generation groups :

1. Pre-Boomer, born before the year 1945 the estimated age is now over 76 years with a composition of 1.87% of the total population.
2. Baby Boomer, born 1946-1964 The estimated age is now 58-76 years with a composition of 11.56% of the total population.
3. Gen X, born 1965-1980 who The estimated age is now 42-57 years with a composition of 21.88% of the total population.
4. Gen Y or Millennials, born years 1981-1996 the estimated age is now 26-41 years with a composition of 25.87% of the total population.
5. Gen Z, born 1997-2012 who The estimated age is now 10-25 years with a composition of 27.94% of the total population.

RESULTS AND DISCUSSION

The difference in self-concept that each individual has is not a talent that is carried from birth, but a value that is believed to be the result of his life journey. Individuals in terms of buying and selling transactions who act as consumers also have different self-concepts in terms of their buying behavior. Based on a certain self-concept, the buying behavior will be different from other consumers who have different views on a value. This self-concept is a strong enough basis for consumers to act on whether to buy product A or product B, then it also becomes the basis for behaving as a consumer whether to buy a product according to needs or plans only, or there are other reasons so as to buy an unplanned product. The existence of different cultural backgrounds is also the reason for kinsumen to end up having a different self-concept. Moreover, in Indonesia as an archipelagic country that has a variety of tribes and cultures, of course the people have different self-concepts, so this cultural diversity also forms the diversity of a person's self-concept.

The expertise of marketers or producers in constructing promotional sentences for a product is also one of the keys to consumers' movement to buy the products offered, or vice versa. Promotional sentences embedded in product advertisements, both conventional and modern, unwittingly have their own power in influencing consumers. The invitation sentence delivered in a series of positive words, explaining the advantages of the product, the benefits that consumers will get, and the price that is in accordance with the quality of the product will be able to influence consumers to buy. Promotional sentences or known as copywriting need to be thought out in such a way that every word contained in the advertisement is able to grow consumer buying interest. Space limitations in the sense of space in advertising media are a challenge for marketers in creating copywriting.

In the midst of limited areas and ad serving times, a marketer must be able to convey all information related to products that need to be known by the public as consumers and potential consumers. The time of advertising on modern media certainly has its own limitations, the longer the advertising time, of course, the more boring it will be to see, and if the advertisement is made that does not attract consumers' attention, the possibility of buying interest will certainly also be lower. Similarly, in conventional media such as posters or leaflets, there is a limited space where this is a challenge for marketers so that how all the best information from the product can be conveyed clearly and attractively, of course. Generasi Z is looking for a lot of information to shop through instagram social media, or in this case is a modern marketing medium. In addition to prioritizing the power of images, Instagram social media also relies

Determinants Of Impulse Buying And Repurchase On Z Generation

Dewi Nurbaiti, Edwin Sholeh Ramadhan

heavily on the power of captions or copywriting which is a promotional sentence arrangement that explains things related to product photos that are being marketed. This further proves that the power of copywriting is indisputable in order to achieve sales success, especially giving rise to unplanned buying interest in generation Z.

Marketers also have other moves in attracting consumers' buying interest, including through sales promotion programs such as promotions with prizes, discounts, or free shipping. Such a sales promotion is certainly an important point for consumers where it will be a consideration to buy the product offered even though it was not previously planned, especially for those who have planned to buy the product. One of the important points for a marketer or product manufacturer is also to have qualified expertise in compiling various sales promotions that will be offered to consumers. The promotion that is compiled, of course, should not be to the detriment of the company, thus the strategy of drafting a sales promotion is clearly needed here. How to arrange promotions that are attractive and profitable for consumers but still provide benefits for the company both materially and other things such as investing in brand trust for the long term.

Generation Z is interesting to research because this generation has its own uniqueness, namely about role models, how to fill free time and the third is lifestyle. How to fill in the free time of generation Z is one of the uniqueness that makes this generation so distinctive. Similarly, with lifestyle, it is also a uni thing of this generation Z, here there is a quite striking difference with other generations. One interesting example is that generation Z has a lifestyle that likes to spend time outdoors just to enjoy food and drinks which are sometimes interspersed with small talk with their generational colleagues.

Generation Z also has its own identity which is formed by 3 main things, namely their life experience, peers, and the influence of the closest people. These three things are the equivalent of this study, namely the formation of self-concept. Everyone has a self-concept that is certainly influenced by the external and internal environment. The closest people and peers are external factors, while life experiences are internal factors that ultimately make generation Z have a certain self-concept. The main Hal that generation Z is most concerned about is being a burden on the family. This is in line with one of the aspects of fokus this research, namely the existence of unplanned buying behavior as a way to please yourself. With a positive heart situation, it will be able to suppress the emergence of negative behavior by generation Z, one of the impacts of which can be a burden on the family. Furthermore, the picture below shows that food and soft drinks became the most purchased type of product by generation Z in one month.



Figure 1.5 Most Purchased Gen Z Items in a Month
Source: www.jeo.kompas.com

CONCLUSION

Self-concept, copywriting and sales promotion are variables that affect impulse buying and its implications for repurchase in generation Z. The author gives advice to business actors to pay attention to published copywriting, various sales programs or sales promotions. which is offered to consumers, and also pays attention to the existence of a different self-concept of each consumer. This is so that when consumers make impulse buying, they will continue at the repurchase stage, so that what is the seller's target can be achieved.

REFERENCE

- [1] Sumarwan, U., Achmad Fachrodji, Adman Nursal, Arisetyanto Nugroho, Erry Ricardo Nurzal, Ign. Anung Setiadi, Suharyono, Zeffry Alamsyah. (2013). *Pemasaran Strategik: Perspektif Value-Based Marketing & Pengukuran Kinerja*. Kampus IPB Taman Kencana Bogor: Penerbit IPB Press.
- [2] Osterwalder, A., Yves Pigneur, Greg Bernarda, Alan Smith. (2021). *Value Proposition Design*. Hak Cipta Terjemahan Indonesia: PT Elx Media Computindo.
- [3] Tjiptono Fandy, Gregorius Chandra. (2017). *Pemasaran Strategik: Mengupas Pemasaran Strategik, Branding Strategy, Customer Satisfaction, Strategi Kompetitif, hingga e-Marketing*. Yogyakarta: Penerbit ANDI
- [4] www.jeo.kompas.com
- [5] www.bps.go.id