



Master's Degree Program in Management

Course of Advanced Marketing Management

**Unveiling Main Trends Affecting the Fast-evolving Indonesian Customers: Customer-based Perspective on Opportunities and Challenges for Made-in-Italy Brands in the Fashion Industry**

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Academic Year 2022/2023

## ACKNOWLEDGEMENTS

First and foremost, I would like to praise Allah the Almighty, the Ever magnificent, for His blessings, which providing me with the chance, spirit, and strength throughout all the challenging moments to finish the thesis.

I am immensely thankful to Professor Marco Francesco Mazzù, who supervised my thesis, from the bottom of my heart for his kind supervision and guidance. Without his support, the work would not have been achievable. Also, I would like to extend my appreciation to Professor Angelo Baccelloni, assistant professor, I really appreciate his tremendous assistance and time spent discussing the thesis's contents. Thank you also to Professor Alberto Festa, my co-supervisor.

Deep gratitude to Invest Your Talent in Italy (IYT) Scholarship that has provided financial support, enabling me to pursue my academic aspirations and achieve my goals. and to LUISS Guido Carli for the opportunity to deepen my knowledge through the Master's in Management program. I am also thankful to all the staff in the Uni Italia for their kind support to me.

I am grateful to my husband, Rhesa Dwi Prabowo, for his enduring patience, unwavering support, and boundless love, which have been my source of strength throughout this journey. His tireless efforts and understanding nature, along with his willingness to sacrifice his time to accompany me during late nights of research and writing, have been invaluable. His constant encouragement, gentle reassurances, and unwavering belief in my abilities have been my motivation to overcome challenges. His steadfast presence by my side, offering unwavering support and encouragement, has been pivotal to my success.

I express my gratitude and appreciation for the unwavering support and prayers consistently provided by my family, my parents, and siblings (Clara, Andika, Devan), who have been sources of encouragement in my life. I also extend my gratitude to my two friends (Francisca Fortunata and Fransiska Roseline) who have accompanied me throughout my journey pursuing a master's degree in Italy. I would like also to thank my landlady (Paola) for her kindness during my stay at her home.

I additionally would like to express my gratitude to myself, a dedicated pregnant woman, for the unwavering commitment, perseverance, and resilience exhibited throughout the process of completing this thesis. Despite the challenges of pregnancy, I managed to balance the responsibilities of academia and impending motherhood with grace and determination. My ability to stay focused, motivated, and disciplined during this period has been instrumental in achieving this milestone.

I am profoundly grateful to my precious baby, whose presence has brought immeasurable joy, inspiration, and purpose to my life. You are my greatest blessing. I look forward to sharing many more milestones with you as we embark on this incredible journey together.

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## ABSTRACT

The research investigates the evolving dynamics of Indonesian consumer behavior, driven by factors such as affordability, convenience, and disruptive technologies. With the Indonesian consumer landscape continually evolving, understanding these dynamics is essential for enterprises, especially those from the fashion sector seeking to engage with this rapidly expanding market. Through an exploration of internal and external factors influencing consumer behavior, the study sheds light on the multifaceted nature of Indonesian consumers' preferences and aspirations. This examination emphasizes how crucial it is to modify tactics to correspond with the changing requirements and tendencies of Indonesian customers, particularly in the realm of e-commerce, where affordability and convenience play pivotal roles in shaping purchasing decisions.

The conducted study explores the impact of hyper-connection, individualism, and socio-economic factors on Indonesian consumer behavior, revealing complex interactions between cultural norms, technology, and generational differences. By analyzing these factors, the study identifies key trends among modern Indonesian consumers, such as brand prioritization and a growing preference for domestic products. These insights underscore the importance of cultural relevance and authentic engagement through social media platforms for businesses, particularly made-in-Italy fashion brands, to effectively engage with Indonesian consumers and seize emerging opportunities in this dynamic market landscape.

The study concludes by offering managerial implications for made-in-Italy fashion brands seeking to penetrate the Indonesian market, emphasizing the importance of cultural sensitivity and strategic adaptation. Despite the challenges posed by discrepancies between consumer perceptions and fashion journalists' observations, opportunities exist for brands to capitalize on the growing interest in local products and digital engagement. As the Indonesian consumer market continues to evolve, businesses must remain agile and responsive, leveraging insights from both consumers and industry experts to tailor their strategies effectively. Overall, the research provides valuable insights into navigating the dynamic Indonesian market landscape and offers actionable recommendations for brands aiming to thrive in this vibrant and fast-evolving environment.

## 1. INTRODUCTION

The Indonesian market's embrace of international brands has propelled their dominance, buoyed by a substantial population of high-net-worth individuals and a burgeoning middle class (Asia Fund Managers, 2020; World Bank, 2020). Luxury fashion companies stand to benefit from Indonesia's lucrative market, with the luxury fashion segment projected to experience significant growth (Statista, 2021). Moreover, the pervasive use of social media in Indonesia offers luxury brands an effective communication channel to engage with consumers, shaping perceptions and fostering brand loyalty (Baird & Parasnis, 2013; Tsvetkova, 2023; Dobre et al., 2021).

Indonesian consumers' affinity for foreign products, particularly those associated with prestige and status, creates a promising environment for Made in Italy brands (Siringoringo, 2013; Shavitt, 1989; Goldsmith et al., 2011). Renowned Italian fashion houses such as Gucci, Furla, and Prada have capitalized on this trend, leveraging their reputation for quality, innovation, and trendsetting (Siringoringo, 2013; Shavitt, 1989; Goldsmith et al., 2011). The allure of the "Made in Italy" brand, with its rich cultural and historical legacy, resonates with Indonesian consumers, offering a sense of sophistication and elegance that aligns with their aspirations for luxury and style.

Despite the growing popularity of international brands in Indonesia, there remains a research gap concerning the specific factors influencing Indonesian consumers' perceptions of Made in Italy fashion brands (Asia Fund Managers, 2020; World Bank, 2020). By investigating new trends and the function of digital channels, this study aims to fill this gap in the existing research in shaping Indonesian consumers' attitudes toward Made in Italy fashion brands (Statista, 2021; Baird & Parasnis, 2013; Tsvetkova, 2023; Dobre et al., 2021). By delving into the intricacies of Indonesian consumer behavior and preferences, this study seeks to provide valuable insights for luxury fashion brands seeking to navigate and capitalize on opportunities in this rapidly evolving market.

The purpose of this study is to further explore the findings by Mazzù, Marco Francesco, Enrico Plateo, Angelo Baccelloni, Ludovico Lavini, and Piera Finistauri (2022) and to explore the main trends defining Indonesian customers and function of digital channels in this evolution concerning Made in Italy fashion brands. Following a review of the body of existing literature, the study design and methodology are presented, describing how the approach is used to a group of stakeholders that include Indonesian customers of Made in Italy fashion brands as well as Indonesian fashion journalist that can contribute their insights related to the topic.

## 1.1 Research Question

The purpose of this study will require to respond to the following research questions.

1. What are the attitudes and behaviors exhibited by Indonesian Customer towards the interaction with products and brands after Covid-19 pandemic?
2. How are Indonesian social media platforms connecting brands and consumers?
3. What kind of adaptations are crucial for achieving success when developing a product or service for the Indonesian market?

## 1.2 Research Objectives

These are designed to guide the direction of the research. The following are the research objectives:

1. To identify the aspect that affect Indonesian customer behaviors and attitudes toward brand offerings and their evolution after the Covid-19 pandemic
2. To assess the role of pervasive presence of social media
3. To analyze the adaptations that are essential for ensuring the success of product or service development in Indonesian Market

## 1.3 Literature Gap

The study's research objectives, delineated through three research questions and further elucidated by six questions in the research methodology, are strategically in line with a prior study carried out by Mazzù M. F., et al. (2022), highlighting the attempt to add to the body of knowledge and open up further possibilities for research. Despite the widespread popularity of international brands in Indonesia, a discernible literature gap persists concerning the nuanced determinants shaping Indonesian consumers' perceptions specifically toward Made in Italy fashion brands, necessitating scholarly attention and exploration.

This research endeavour is poised to fill this void by meticulously examining emerging trends and discerning the transformative influence of digital platforms on Indonesian consumers' inclinations toward Made in Italy fashion brands, incorporating insights gleaned from both consumers and fashion journalists. By delineating these intricate dynamics, this study endeavours to furnish invaluable insights for industry stakeholders seeking to navigate the intricate nuances of the Indonesian market landscape, thereby fostering informed decision-making and strategic shifting in adaptation to changing customer preferences and behavior.

## 2. LITERATURE REVIEW

According to the body of extant marketing literature, each of the main variables influencing customer behaviors, attitudes, and market trends are reviewed in this section. The literature has been examined to better understand what trends are influencing the Indonesian market. Three important and wide dimensions need to be ascertained: 1) The factors influencing how Indonesian customers behave and think about brand offers and how they changed following the Covid-19 pandemic; 2) The role of social media's broadly use; and 3) The actions taken by the businesses to engage with Indonesian customers.

### 2.1 The Characterization of the New Indonesian Customers

Indonesia, with its largely homogenous and collectivistic ethnic and religious culture, remains substantially an emerging nation (Phau, I., & Sari, R.P., 2004). The finding of Shukla, P., Singh, J., & Banerjee, M., 2015), demonstrates that although societies in Indonesia are typically classified as collectivist, self-directed symbolism emerges as having a significant influence on Indonesian consumers who show an equality orientation. Materialists endorse an otherwise driven by themselves interest in objects that is consistently oriented toward the group, according to consumer and cultural theories (Awanis et al., 2017).

Businesses operating in Indonesia or aiming to attract Indonesian consumers must comprehend the culturally driven traits of Indonesian consumers. Businesses that tailor their marketing plans, product offerings, and customer care protocols can better meet the needs and preferences of Indonesian consumers while acknowledging and honoring cultural values. Ignorance of cultural sensitivity and unwillingness to conform to cultural standards can lead to miscommunication, alienation of prospective clients, and even harm to a company's reputation. As a result, companies that invest the time to comprehend and apply cultural factors into their business practices have a higher chance of being successful in the Indonesian market and establishing enduring bonds with Indonesian clients. Indonesian consumers display a number of traits influenced by their cultural values, which affect their purchasing decisions. Key cultural traits of Indonesian clients include the following: Collectivism, Respect for Authority, and Spiritual and Superstitious Beliefs.

Collectivism is highly valued in Indonesian society, where people put the wants and interests of their family, community, or social group ahead of their own. This collectivist mindset frequently results in decisions on what to buy that serve the needs of the family or group rather than personal preferences. Respect for Authority, the culture of Indonesia places a high importance on deference to people in positions of authority, such as elders and community leaders. Because of this, Indonesian consumers could be respectful of well-known brands, goods that are recommended by authoritative sources, or

objects connected to esteemed people or organizations. Superstitious and Spiritual Beliefs, religion and spirituality play a significant role in Indonesian society, impacting many facets of daily life, including purchasing decisions.

Research on the impact of materialism values has been carried out in several nations. It proved that when research is done to examine consumers' purchases of luxury brands, materialistic values seem to be among the most important variables. The survey also found that the hedonistic lives of young consumers have driven the expansion of the luxury sector. 71.6 percentage of respondents aged twenty-something stated they considered it the most significant in their lives, as reported by Retail in Asia (2019). Indonesia's younger generation is growing more financially secure in tandem with the nation's rising wealth, which causes their product choices shifting. Due to rising disposable income and more online exposure, Indonesia's younger market has demonstrated potential. It brings up the most important elements in this luxury fashion market that should be highlighted in order to effectively elicit their intention to purchase.

The impact of Indonesia's materialistic values on people, society, and the economy can be profound in a number of aspects. First of all, purchasing behavior can be influenced by materialism, which makes people prioritize acquiring luxury items, material belongings, and status symbols. This could show up as a craving for high-end electronics, branded goods, or stylish objects that represent wealth and social standing in Indonesia. Materialistic beliefs can therefore have an impact on consumer purchasing habits, leading people to devote a sizeable amount of their income to ostentatious purchase. Debt and financial strain are the second effect. Materialistic views can promote excessive spending and a reliance on borrowing to pay for desired items and experiences. Those that overspend over their means may find themselves in a difficult financial situation with significant personal debt.

The third aspect is social stratification, which materialism can worsen by highlighting the significance of material goods and wealth as indicators of achievement and social standing. This could lead to greater differences in access to resources, opportunities, and quality of life in Indonesia between the wealthy elite and the general populace. Feelings of inadequacy or social marginalization among people who are unable to achieve the same level of material prosperity can also be attributed to materialistic values. The fourth factor is environmental impact; materialistic consumption behaviors frequently lead to increasing waste production, exploitation of natural resources, and environmental deterioration. In Indonesia, where environmental pressures already stem from issues like pollution, deforestation, and habitat degradation, increased materialism can make matters worse.

Last but not least, perhaps equally essential consumerism and material prosperity are promoted by materialism as essential components of social status and personal fulfillment, which has an impact on cultural values and identity. In Indonesia, materialistic values have the potential to undermine cultural cohesion and collide with traditional standards, as traditional values like spirituality, communal bonds, and collectivism coexist with modern influences. Furthermore, putting too much focus on material belongings might take away from the pursuit of non-materialistic forms of contentment, happiness, and wellbeing including forming relationships with others, developing oneself, and getting involved in the society. Balancing materialistic desires with sustainable consumption practices, social equity, and cultural preservation is of the utmost significance for promoting holistic long-term growth and happiness in Indonesian society.

Most of the research on young consumers' adoption of luxury clothes in Indonesia has recognized materialism as a major influencing factor (Septiana, E. D., & Qastharin, 2021). However, the older generation of Indonesian consumers might have different tastes, especially regarding local products (Ardhia, R.W., & Mayangsari, L., 2020). Online fashion purchases in Indonesia have been found to be influenced by various factors, including price, advertising, variety of products, reliability, services quality, and payment (Rahmawani, R., Amaliah, I., & Riani, W., 2020). Although there is potential for handmade fashion, which blends traditional Indonesian materials with contemporary trends, there is still a problem with customer awareness (Finardi, M.F., 2020). These results imply that while young customer perceptions of materialism may motivate them to purchase luxury apparel, older customers may be more attracted by elements like local identity, quality, and brand loyalty.

The previous study conducted by Amatulli, C., Guido, G., & Natarajan, R. (2015). examines the theory that older consumers' luxury purchases are influenced by their cognitive age, or how old they feel. As a result, it evaluates the impact of the underlying luxury reasons on cognitive age. The findings indicate that older consumers who buy luxury products primarily for status purposes typically feel younger than those who buy luxury items primarily to exhibit their own style. The study also reveals that older consumers with lower cognitive ages depend more on brands than products to satisfy their requirements and wants; hence, brand images have a greater influence on their propensity to purchase luxury goods than product attributes.

Several academic works have investigated how consumer attitudes and behavior among Indonesian millennials are affected by sustainability knowledge. According to Bagaskoro, G.Y., & Qastharin, A.R. (2021), purchasing behavior that is persistent is *heavily influenced* by one's perceived knowledge of sustainability issues and one's supportive conduct toward environmental groups.

Table 1. Hypothesis Test Result conducted by Bagaskoro, G.Y., & Qastharin, A.R. (2021)

Hypothesis	T-Statistics ( O/STDEV )	P Values	Result
H1: Supportive behaviors for environmental organizations will positively predict the sustainable purchase behavior of consumers. (SB)	4.414	0	Accepted
H2: Consumers' attitude towards sustainable purchasing will positively influence their sustainable purchase behavior. (AT)	2.993	0.001	Accepted
H3: Perceived knowledge about sustainability issues will positively influence sustainable purchase behavior among consumers. (PK)	3.666	0	Accepted
H4: Perceived marketplace influence will positively affect the sustainable purchase behavior of consumers. (PMI)	1.269	0.103	Rejected
H5: Environmental concerns will positively anticipate the sustainable purchase behavior of buyers. (EC)	2.533	0.006	Accepted

However, as stated by Natakoesoemah, S., & Adiarsi, G.R. (2020), perceived consumer effectiveness has a bigger impact on eco-friendly product purchasing behavior than environmental awareness, which does not significantly correspond with it. According to Nuh, A., Munir, M.M., & Muhibban, M. (2023), there is a favorable correlation between sustainable fashion consumption in Indonesian market, pro-environmental attitudes, and fashion participation. Environmental concern was found by Pratiwi, D. D. (2020) to be a significant influence in consumers' inclination to purchase eco-friendly cosmetics. These results imply that consumer attitudes and behavior may be influenced by understanding of sustainability issues.

After the Covid-19 pandemic began in early 2020, Indonesia's online market is expanding quickly. There has been a change in Indonesian society's purchasing habits, particularly in urban areas. Aside from these conditions, the actual rise in e-commerce can be closely linked to the traits of the customers themselves. that the pandemic is the reason for Indonesian customer preference to adopt a digital lifestyle (Andini, M. D., 2023). The study's findings clarify that customer behavior shifts from traditional to online shopping are primarily driven by internal reasons, such as a strong inclination to shop online since it's convenient and affordable. Following that there are indications that financially successful internet purchasing has influenced hedonism behavior, reduced costs, and free shipping.

Online shoppers who are adjusting to new ways of meeting their demands are known as Adaptive Shoppers. The fact that the usage of shopping applications has increased by 800% is proof of this. The travel model adaptable Shopper, depicted in Figure 1, is described by Lee, L., et al. (2018). The consumer is the most crucial factor that businesses should consider, according to this figure. There



are not many other alternatives available to community in the Covid-19 pandemic for transactions to stop the virus from spreading. Customers prefer to transact online because it minimizes physical interaction during transactions.

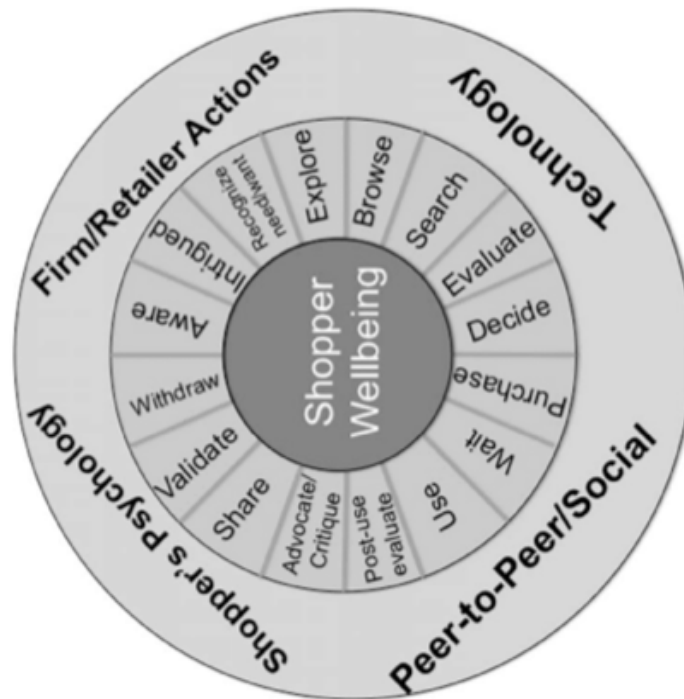


Figure 1. The Needs-Adaptive Shopper Journey Model by Lee, L., et al. (2018).

According to Nurrachmi, Setiawan, and Saripudin (2021), the Covid-19 pandemic has altered many aspects of the human condition, resulting in the emergence of new habits and the adoption of new lifestyles. Online sales boosted Indonesian consumption in 2020, the year that Covid-19 started to expand throughout the country (Sasongko, B., & Garcia, M.E., 2022). Four characteristics of consumer behavior changed after Covid-19, as stated by Indra Utoyo, Director of Information Technology at Bank Rakyat Indonesia: lifestyle, emphatic society, going on a regular basis, and the pyramid of consumer wants. The economy is currently continuing to operate in a domestic manner; remarkably, consumption is increasing. Food, clothing, banking services, and even health are becoming less significant for consumers these days as they use digital platforms.

Anindita, K. (2020) identified four shifts in consumer behavior that are currently taking place. First off, prices are usually the focus of consumers. In times of crisis, customers are more likely to value reduced costs. Under normal circumstances, consumers are more likely to appreciate value than cost. But during a crisis, buyers require more justification for a costly purchase. According to McKinsey's analysis, over thirty-three percent of consumers are content with bottled water due to its lower cost. They also acknowledge that the advantages of paying more for bottled water are no longer necessary. Probably, there is not much of a quality difference between inexpensive and premium bottled water.

Second, certain product types were the focus of consumer spending patterns. Especially with the introduction of social distance and the COVID-19 pandemic, individuals have tended to purchase basics and household items. Currently, consumers are prioritizing things such as medical supplies and food ingredients. Nonetheless, secondary necessities like kitchenware remain highly sought after (perhaps because of people spending more time at home). While food and drinks are still in high demand, many restaurants are losing money because they are unable to accommodate dine-in customers. However, wholesale, medicines, food and beverage, and logistics are among the industries that have profited from the pandemic. The industries that lost the most were tourism and transportation, as customers canceled their trips and received ordered tickets and lodgings returned.

Third, Online Shopping is Preferred by Customers of All Generations. Retail outlet traffic has decreased since COVID-19. Additionally, shops were temporarily compelled to close their locations in several shopping centers following the implementation of the PSBB (Indonesia Large-Scale Social Restrictions). Even when people's spending power may be declining, there is still a market for retail goods like clothes. Consumers of all ages and from all walks of life still shop online for retail goods including electronics, apparel, cosmetics, and skincare. An additional alteration brought about by Covid-19 is the rise in consumer nationalization, which was formerly not as relevant. In the past, younger customers purchase more foreign products than older consumers did (Sutikno, B., et al. 2011). According to Mordor Intelligence (2021), younger consumers are driving changes in luxury spending and views by favouring products that are more fashion-forward. Due to increasing disposable income and more internet exposure, Indonesia's youth market has demonstrated potential (Dubois and Paternault, 1995).

According to recent study, local Indonesian firms are realizing how important it is to target younger consumers (Septiana, E. D., & Qastharin, 2021). For local fashion brands to compete successfully, brand love, personality, and image are equally essential (Anggraeni, A., 2015). Furthermore, health and religious knowledge are important aspects that contribute to Indonesia's high level of young consumers' awareness of halal food (Khaliqi, 2021). However, considering their evaluation of the brand's name, meanings, and reputation of their own nation, young consumers in developing nations such as Indonesia frequently misclassify local brands (Sulhaini., et al., 2019).

Therefore, it is a crucial point of study determining that the Covid-19 pandemic had a major impact on how consumer preferences and purchasing habits evolved in the market.

*Rq1: What are the attitudes and behaviours exhibited by Indonesian Customers towards the interaction with products and brands after Covid-19 pandemic?*

## 2.2 The Role of Indonesian-specific Social Media Platforms

According to Hanlein and Kaplan (2010), Social media, or social networking sites, is an assortment of Web 2.0-based online applications philosophy and technology. These programs enable the production and sharing of user-generated content. As per Wang, Cheng, & Sun (2021), social media has brought about a shift in the patterns of relationships between organizations and various stakeholders such as employees, customers, competitors, suppliers, media, and parties that have direct or indirect impact on the firm. Since social media is accessible to everyone for free at any time, it appears to provide an infinite space for contact regardless of time or distance. Sharing, defined as user-to-user behaviors including the receipt, exchange, and distribution of content, is one of the features of social networking sites (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011).

Social media has a significant role in Indonesian consumers' decision-making, particularly in e-commerce sector. Brand equity, customer relationships, and repurchase intention are all positively impacted by social media marketing activities, such as direct email as well as digital word of mouth, as explained by Maskuroh, N. (2022) and Massie, K.S. (201c). Hidayanti, I., et al., (2018) observed that online interactions can increase customer loyalty and engagement, which in result promotes product development. According to Giri (2023) emphasizes the significance of trust, competitive pricing, transaction safety, and high-quality information in shaping consumers' propensity to make purchases through social commerce.

Indonesia is home to a sizable population of social media and internet users, since 60% of its citizens use smartphones for accessing the internet (Nanda, E., et al., 2023). With 212.9 million and 167 million users on social media, respectively, the nation has one of the biggest user bases of internet and social media users worldwide (Rahmat, F.N., 2023). A study conducted by Akbar, M. (2023), online shopping has become a growing trend, especially with younger generations, because of widespread use of social media and the internet. Furthermore, the typical Indonesian uses the internet for an average of seven hours and 42 minutes daily, also spends 3 hours, 18 minutes on social media. Consequently, social media accounts for 13% of an Indonesian's 24-hour workday, twenty-one percent of their daily productive hours (considering a full eight hours of downtime), while 15% of what they do every day are spent online.

In Indonesia, Generation Z, as well as Generation Y, are ardent internet shoppers. Most people in Indonesia, which is the fourth most populous country in the world, are from the generations both Z and Y. However, little has been discovered about how Indonesia's Y and Z generations make purchases. According to Simangunsong, E. (2018), online purchases of Indonesian cosmetic and beauty items were more common among Indonesia's Y and Z generations. Furthermore, it was

demonstrated by Maharani (2021), Indonesian Gen Z was more likely to purchase goods associated with an eco-friendly and healthy lifestyle.

A study by Utamanyu, R. A., & Darmastuti, R (2022), Generation Z and the millennial generation (Y) searched brands and items on social media before making a purchase and comparing the prices both online and offline. Moreover, Santoso, G., & Triwijayati, A. (2018) showed that Indonesia's Generation Z will pay extra for a well-known brand. Furthermore, according to Stella (2022), the bulk of cosmetics products in Indonesia are bought via the internet by younger generations, with those from Generation Z purchasing the majority of skincare products, followed by the millennials. Young Indonesian consumers were defined by Helmi et al. (2023) as hedonistic, impulsive, internet buyers who valued high-quality goods. Young customers frequently struggle to choose between online retailers and products, have an obsession with new and branded things, and are brand and store loyal.

According to earlier studies, social media has a significant impact on Indonesia's Generation Z's shopping decisions (Vellamy, 2023; Akbar, M., et al., 2023). They are especially drawn to Instagram, where they frequently obtain product information through feedback from customers (Akbar, M., et al., 2023). Their opinions and intentions of purchasing items are also greatly influenced using fashion influencers on social media (Absharina, Z.B., et al., 2021). A strong tendency among this age to purchase online, particularly for food and drink and clothing, opens new markets for retailers (Simangunsong, E., 2018).

The social media environment in Indonesia is active and varied, with numerous platforms having a big impact on every aspect of the community. The most popular social media platform is Instagram, which followed closely by TikTok, Facebook, Youtube, and Twitter. The majority of Indonesians utilized multiple platforms. With a sizable user base and a significant impact on advertising, Instagram is especially preferred (Singh, S., Priscilia, V., Fivaldo, A., & Limantara, N., 2022). The digital divide is a major obstacle, raising doubts about the notion that social media use has increased public involvement in the nation (Sokowati, M.E., 2019).

Instagram is the most popular social media platform in Indonesia, and it has a significant impact on users' plans to make transactions. It has been discovered that using Instagram influencers and the quality of information on the platform affects the intentions of customers for purchasing, study by Totoatmojo, K.M. (2015) and Wirani, Y., et al. (2020). Particular attention was placed on the influencers and social media marketing on purchase intention by Kurnia, Susanto, & Juliadi (2022), especially in the fashion industry. According to Astuti (2018), Instagram has a beneficial impact on consumer trust and perceived utility, both of which affect the intensity of purchases made. All these

research point to a substantial and complex impact of Instagram on Indonesian customer intentions to make the purchases.

Instagram's wide range of features and functionalities are the reason for its popularity in Indonesia. Its potential as a tool for participatory design is highlighted by Leksono (2020), especially in a nation with inadequate communication infrastructure. Purwaningtyas (2020), who addresses the trend of managing many Instagram accounts, showing a desire for freedom and authenticity, further emphasizes the platform's interest to Indonesian millennials. Due to the country's growing usage of the app for business purposes, Instagram has been increasingly popular in Indonesia, which can be ascribed to its development into an online retail platform (Arifuddin, 2019). The impact of familiarity, information seeking, and information quality, all of which influence purchase intentions, further adds to the attractiveness of Instagram shopping (Wirani, 2020). However, concerns regarding consumptive behavior, particularly among Jakartan women, have also been linked to the development of Instagram shopping (Fauziah, 2018).

According to APJII study, women represent the majority of online shoppers in Indonesia, where they also account for the majority of internet users. Women have dynamic personalities, enjoy interacting with others, and are involved in a community. In addition, women tend to initiate conversations and engage in social interactions. The personalities of these individuals suggest that although women are in a beneficial dimension, their position is not entirely clear, where they are frequently targeted as a means of pushing them into the consumption dimension. Moreover, these women are frequently impacted by the negative effects of globalization, such as hedonism and consumerism. Contemporary shifts in women's lifestyles are inextricably linked to shifts in culture and the collective consciousness of the affected group (Chaney, 2006). The consumption behaviors of women through Instagram's online shops, particularly with regard to fashion products, have been on the rise lately. Women are drawn to fashion items because they like to keep up with the latest trends.

In addition to Instagram, TikTok is a popular mobile creative video app in Indonesia right now (Kurniawan, B., 2018). Due of the app's widespread popularity—more than 50 million smartphone users have downloaded it globally—it has complicated results for popular millennial culture everywhere, particularly in Indonesia. The worldwide cultural industries present Indonesia's millennial generation. Various popular cultures that more closely resemble western culture can be observed to contribute to the pessimism of local self-reliance among Indonesian communities. In Indonesia, TikTok has gained popularity, especially for encouraging travel to secret paradises (Arkansyah, 2021). In spite of this As of right now, Instagram is the most popular social networking platform. in this country, greatly influencing the younger generation's online purchasing habits

(Akbar, 2023). It has also been discovered that using TikTok influences personal branding on Instagram, with entertainment serving as a major driving force behind its use (Ruth, 2020). Influencers and content producers have also used the platform; some of these accounts have achieved great performance and credibility (Hakim, 2022).

TikTok is an online social network where users may share short videos. Recently, the company introduced a new feature called the TikTok Shop, which functions as a marketplace and connects consumers and sellers much like other e-commerce sites. Through this TikTok Shop, the general public, and sellers in particular, have the chance to connect with customers and make the most of their usage of the features available. Micro, small, and medium-sized firms (MSMEs) in Indonesia have a new chance to reach customers and boost sales thanks to the launch of the TikTok Shop feature. To fully employ this function, nevertheless, instruction and training are required (Jalaludin, 2023; Sari, 2023; Setyadi, 2023). The enormous user base of the TikTok app in Indonesia, which offers a substantial platform for marketing and promotion, highlights the potential of the TikTok Shop in Indonesia even more (Wijaya, 2022).

The term "influencer" is first appeared in the middle of the 2010s, but it is nevertheless utilized for a great deal more. Online schedule creators were the first to create online timetables or even web blogs. Discussions on fashion took place on the websites, and some users began to discuss photos of themselves that they thought were distinct from one another (Abidin, C. & Thompson, E. C. 2012). These blogs also attracted passionate readers, which in turn brought significant attention to the bloggers. The most popular websites gradually evolved into sophisticated trend stores, with the owners of such websites creating their own products under their own labels, known as "exclusive self-brands." Even with their own successful businesses, many of creators continued to update their blogs, and eventually all their work started to be featured on other platforms (Abidin, C. 2016). In accordance with Abidin, C. (2018), Instagram influencers could create highly engaging and personalized content for social media to establish dependable stations and enhance communications.

Influencer marketing, utilizing Key Opinion Leaders (KOLs) to disseminate brand messages, has been effective in fostering consumer brand loyalty (Černikovaitė, 2019). The selection of KOLs is crucial for achieving business objectives, with factors such as social media following, attractiveness, and credibility being key considerations (Yuon & Kim, 2021; Pinto & Paramita, 2021). Despite KOLs not directly impacting sales, their credibility influences consumer loyalty and purchase intention, as satisfied customers is likely to be distributed good feedback (Audi & Ghazzawi, 2015; Jiménez-Castillo & Sánchez-Fernández, 2019). Evaluating these factors allows companies to strategically engage with KOLs to successfully connect and communicate with their intended audience.

According to the significance test value achieved in the research by Hasan, G., et al.. (2022), the impact of influencer marketing on client loyalty is noteworthy. The increased sensation of patronage that arises from KOL endorsements on social media is contingent upon the KOL's reliability, fashion industry expertise, and social media engagement with their followers. When KOLs have these three qualities, they can provide their followers a sense of security and encourage them to tell their colleagues about products and companies. The results align with the previous research conducted by Pinto & Paramita (2021).

Based on Hasan, G., & Noor Liana, E.. (2022) research, influencer marketing had no discernible impact on purchase intention. KOLs lack credibility since marketers select influencers solely on the basis of their viral status, ignoring other factors like fashion sense and education. As a result, consumers are not motivated to buy promoted products. Conducting an analysis prior to implementing a marketing strategy is crucial in the field of marketing. Every KOL has a certain market segmentation. Customers who are interested in that market are impacted by this. If a KOL is not chosen well, the usage of this marketing strategy may not influence consumers' intentions to purchase a brand or item. That consistent with study by Jin and Ryu (2020), but it differs from a research statement made by Jiménez-Castillo & Sánchez-Fernández (2019).

Numerous scholarly investigations have validated the celebrities impacts for augmenting efficacy of promotional campaigns (Zhou et al., 2019). To boost their brand value, however, these days, a lot of companies are looking to vloggers and other "instafamous" personality superstars as social media influencers or micro-celebrities (abbreviated SMI) (Marwick, 2015). This is due to the fact that social media platforms like Instagram enable users to establish and maintain relationships with one another as well as produce user-generated marketing content that businesses can exploit as their own property. The emergence of SMI, which also creates content, is encouraged by this situation.

SMIs utilize their follower base to engage them with their content and activities, necessitating consistent production of engaging material to cultivate a positive brand image (Boerman et al., 2017; Taillon et al., 2020). Understanding the SMIs influence on consumer purchase intent is crucial amid the rising trend of utilizing them in promotions, a relatively recent area of research compared to traditional celebrity endorsements (Lim et al., 2017). While previous studies explored how personal traits like competence, attractiveness, and reliability influence consumer behaviour (Bergkvist et al., 2016; Zhou et al., 2019), there's a gap in understanding the specific mechanisms through which SMIs impact consumer purchase decisions.

According to Gupta et al. (2015), a good SMI image can be represented by a reliable SMI. Customers will feel more secure if SMI who promotes a brand is honest and believes that the benefits of the product used is same as shown on the advertising (Lassoued & Hobbs, 2015). An SMI's competence according to their comprehension, abilities, and knowledge of a brand or product can also be used to determine its credibility (Ki et al., 2020; Wang & Scheinbaum, 2017). Consumer confidence with brand that SMI supports can impacted directly by its knowledge, which can positively impact brand perceptions and consumer enthusiasm in making a purchase. As stated by Wang and Scheinbaum (2017), a SMI's beauty can foster a close relationship with their followers, which will positively impact their opinions and inclination to purchase specific brands.

A number of groups, including producers, marketers, and consumers for corporate interests, have utilized social media's ability to rapidly deliver information to a large audience to further advance their objectives. As a result, social medias are generally regarded as very successful means of advertising (Makhadmeh, N., & Rihani, R. 2023). Social media is now filled with product advertisements of all kinds. Producers and marketers present their products in a variety of methods, such as through brochures and films. Influencers are occasionally hired by manufacturers or marketers to promote specific products. People's purchasing habits are impacted by the widespread of using social media for product introduction.

At present time, internet shopping across several media platforms is replacing in-store purchasing in customer behavior. Theodorou et al. (2023) demonstrated how the pandemic of COVID-19 pandemic significantly changed how people shop. Companies are currently used to selling items online, and customers must decide where and how to purchase different products from different online retailers. Additionally, an extensive selection of products is available for purchase online by customers at any time and from any location without having to leave their homes.

The purpose of this research is to assess the present condition of social media platforms in use, significant players that define them, and whether any new important trends can be seen beyond the ones that have already been described. The study also intends to examine how these changing trends affect user behavior and engagement, providing mindful knowledge for businesses and marketers who want to get the most out of their social media approach in a constantly shifting environment. This leads the author to formulate the following research question.

*Rq2: How are Indonesian social media platforms connecting brands and consumers?*



### 2.3 Product Adaptation to the Indonesian Market

The dynamic nature of creating strategies in international development of goods has been demonstrated by research on product adaptation for the Indonesian market (Sugiyama, Y., & Fujimoto, T., 2000). This is especially true for high-tech items, whose adoption is heavily influenced by customer lifestyle and perceived utility (Simanjuntak, E., 2010). Wiwoho, G., et al. (2020) draws attention to the importance of product innovation, marketing effectiveness, and adaptability, particularly in the environment of Indonesia's SMEs (small and medium-sized enterprises).

There are particular opportunities and obstacles for product adaption in the Indonesian market. Setyaningrum, R. et al. (2022) emphasizes how important it can be to take into account Indonesian culture while creating new products, arguing that doing such can increase success. Numerous products, including Jack Daniel's, Starbucks, Ben & Jerry's, and Vitamin Water, have effectively implemented the cultural innovation strategy. Additionally, Ben & Jerry's, Freelancers Union, Starbucks, retail design, packaging, and television advertisements (Nike, Marlboro, and Levi's) have all done so. The other examples of companies creating products with a focus on culture for the global market are Apple and Nokia.

Apple created laptop fans that are silent and more efficient. It is created by embracing the Japanese culture of "zen," and it can control 35% of the world market (Isaacson, 2013). Sales of the Apple tablet have surged by 61.4% in comparison to the other goods (Tribunews, 2014). However, Nokia also incorporates cultural considerations into the design of its dual-sim phones in India. Indonesians have created and embraced vehicle products that reflect their cultural heritage. An example of a product with seven seats and a target sales percentage of 79% is the MPV (Multiple Purpose Vehicle). Conversely, Viar is a product with an occupational background that features an open container on the rear of a three-wheeled motorcycle design. Its revenues increased by thirty percent (Sukarno, 2013).

More emphasis is placed by Budiono, S. et al. (2021) on the value of high-quality products and brands in raising customer happiness. The collective findings of this study highlight the necessity of an extensive plan for product adaption in the Indonesian market, taking into account variables including branding, online marketplaces, cultural considerations, and the quality of the product and brand. The capacity of a business to manufacture goods of outstanding quality is essential. There are various reasons for this, including the following: Improve the company's standing, cut costs, increase market share, manage product liability, have an international impact, improve the look of the goods or services, and improve quality. As per Hanaysha and Hilman (2015), consumers have a tendency to make purchases based on a primary criterion of significantly greater quality than similar products. Authors can draw the conclusion that product quality plays a significant influence in purchasing

decisions based on the statement. To keep a viable business, a business needs to prioritize the quality of its output.

Product quality was defined as a product's capacity to carry out its intended function, including all aspects of its durability, accuracy, usability as well as product maintenance. In line with the definition, customers evaluate a product from a variety of angles in order to assess its quality. Numerous other characteristics, including as dependability, specification compliance, and durability, also have an impact on product quality. Many other aspects, like the materials used, the manufacturing process, and the technologies used in the process, can affect durability (Shams et al 2015).

In addition, an important tactic for advancing sustainability in Indonesia is the use of product-oriented Product-Service Systems (PSS) (Dewi, D.R., & Hermanto, Y.B., 2023). According to Paramita (2023), an integrated product-service solution that supports sustainable fashion might be provided by PSS. One strategy for minimizing the environmental impact is to implement PSS that are product-oriented. A study by Annarelli, A., et al. (2016), PSS is a business model that is centered on offering integrated goods and services that are designed to meet consumer demands and enhance sustainability. Stated differently, PSS solutions seek to supplant or replace the selling of items with alternatives that may minimize the impact on the environment. (O.K. Mont, 2002)

Despite the fact consumer demand may appear straightforward, business continuity may be impacted if it is not appropriately fulfilled. To guarantee that customers are happy and demand rises, it is imperative that all requests are appropriately met. In this manner, a sustainable sequence of recurring purchases will be established (Adirinekso et al, 2020). Consequently, using research findings improves the development of new items and their quality, which in turn satisfies consumer needs. Additionally, business owners can lower costs or offer modest items as mementos. Customer satisfaction will undoubtedly result from this. In addition, the business can raise sales in order to boost revenue. Every company's growing revenue drives capital price increases and a renewed interest in investing (Budiono 2011). People's purchasing power will therefore rise in parallel with an increase in the GDP (gross domestic product) (Budiono, 2012).

Risdiyono (2016) emphasizes the potential for mass customization and personalization in the Indonesian market, especially for innovative products from SMEs. According to a study by Risdiyono (2016), the development of information technology (IT) has altered many of the ways that individuals do business. One business model that has undergone significant change is mass customization and personalization (MCP), primarily as a result of the present rapid advancements in technology. MCP has made it possible for consumers to participate in changing some product design criteria to suit their

unique needs before making a purchase. The analyses show that Indonesia has a lot of potential for implementing MCP, particularly for innovative products made by SMEs. Selecting the appropriate product features is crucial to the adoption of MCP successfully in developing nations.

When making a purchasing decision, shoppers take a variety of factors into account. Among them is flexibility (Anderson 2006). Flexibility is typically provided in mass production systems with regard to costs, delivery and service; however, MCP expands this adaptability to product requirements by letting specific clients take engage in value creation. Appreciation for a company's capabilities, they are able to determine the best option that satisfies the needs of the product, the budget, and the timeframe. According to Risdiyono (2015), there are three primary aspects that determine flexibility: the interests of the consumer, manufacturing issues, and super system and engineering issues come first. It is important to keep in mind that developed and developing countries have different circumstances regarding these three components. Therefore, the success of MCP implementation in some nations does not guarantee that it will be successful in other ones.

Reinhart (2009), who highlights the necessity of an effective order processing chain with an emphasis on the offer specification process, lends more credence to this. Du (2006) highlights how crucial customer satisfaction is when it comes to product customization and advises businesses to involve customers and take their preferences into account. All of these studies point to the necessity of a customer-centric strategy for successful product and offering customization in the Indonesian market, one that is bolstered by effective order processing and careful evaluation of important influencing elements.

Jussani et al., (2018) as shown on Table 2, lists several important variables, such as weather adaptations, customer characteristics, return on investment, increase in sales of other products, legal requirements, and sustainable profit, that affect decisions about product customization.

Table 2. Data obtained by Jussani et al., (2018)

B2B/B2C ranking	Importance of product customization factors	Agree (%) (M) + (T)
1st	Legal requirements	93.50
2nd	Consumer characteristics	82.11
3rd	Sustainable return on investment	78.86
4th	Expected sustainable profit	70.73
5th	Increase in sales of other products	68.30
6th	Weather differences of the target market	67.48

The quantity and scope of international environmental agreements have increased recently as a result of the environmental movement's globalization and the public's growing environmental consciousness. To be sold, goods and services need to fit into the target market's existing environmental context. Concerning the use and/or preservation of environmental resources, businesses must oversee laws, rules, regulations, policies, and social standards (Novellie et al., 2016). A research conducted by Davvetas and Diamantopoulos (2016), customer attributes, such as behaviour, taste, attitudes, and local customs, have a direct impact on decisions on product customization. Countries nevertheless differ greatly in terms of consumer desires, purchasing power, commercial infrastructure, culture, customs, and technological advancement—even in light of the growing globalization trends. Thompson and Chmura (2015) claim that marketing has a myopia that oversimplifies reality with regard to the context of customer qualities. The multinational corporation must ensure, for instance, that the products honour social or religious norms. Customers can no longer be thought of as being a member of an identical market group, and this fact suggests that, as customization becomes more widespread, the idea of a market needs to be reinterpreted. As a result, businesses develop user interfaces to assist people in making decisions about what to buy.

Cost is the main driving force behind standardization in all markets, including R&D economy of scale (Keegan, 2013). Companies strive for a long-term return on investment, which means that a feasible product modification requires a portion of the original investment for sales, production, and other expenses to be covered. Retailers (B2C) and wholesalers (B2B), for instance, determine a sales margin percentage that is sufficient to cover the desired profit plus the anticipated operational costs and capital investment taxes. There are numerous ways that an integrated global marketing strategy can lower worldwide expenses. To sustain a profit, businesses need to offer perks in their portfolio that complement increased sales volume. The influence on portfolio sales element can be thought of as an additional sale that makes it possible to offer additional products. According to Keegan (2013), the corporation has the ability to modify the product standards in order to generate fresh commercial prospects and enhance its competitive edge.

Variations in the weather could also affect the design of the customized product. A study by Murray et al. (2010) found a relationship between temperature and consumer spending, which makes sense considering that the weather has an impact on people's attitudes and behaviors, which have an impact on their purchasing decisions. Summertime brings with it an increase in food and drink consumption, whereas wintertime brings with it an increase in sales of clothing and footwear (Roslow et al., 2000). Coca-Cola developed vending machines that automatically modify soft drink prices in response to temperature differences within the surrounding area, as reported by Holt et al. (2004).

Numerous recent research have investigated how Indonesian customers' ethnocentrism affects their choice of products. Yunitasari (2022) demonstrates how Generation Z's preferences for international beauty goods in Indonesia are positively impacted by the customer ethnocentrism. According to Hamin (2006), there is a notable prevalence of customer ethnocentrism among Indonesian consumers, which affects how they perceive the quality of products and how much of an impact the country of origin has on them. Additionally, Ramadania (2015) discovered that cultural similarity plays a mitigating role in the considerable negative impact that customer ethnocentrism has on Indonesian consumers' sentiments toward foreign products. All of these research demonstrate how important consumer ethnocentrism is in influencing Indonesian consumers' product preferences.

An earlier study that contends that consumers in less developed countries (LDCs) will value products from more developed countries (MDCs) more highly has been disproved by the previous research conducted by Hamin & Elliott, G. (2006), which examined Indonesia's high level of consumer ethnocentrism (CE). These findings suggest that Indonesian consumers are, better aware of country-of-origin (COO) and may be more responsive to "Buy Local" advertising campaigns and messaging. The findings provide some support for "Buy Local" initiatives for governments in least developed countries (LDCs), as they demonstrate a quantifiable inclination towards local items, particularly in the high CE category. It makes sense for these initiatives to target this set of people. Indonesian customers seem to support the "Buy Local" message, especially the high CE group, based on their indicated quality assessments and purchase intentions.

According to the 2020 Central Statistics Agency census, born between 1997 and 2012, Generation Z, represents majority of Indonesians, comprising 27.94% of the population (ZAP Beauty Index, 2019). This demographic, often termed the "digital generation," exhibits distinct purchasing behavior, with a strong inclination towards online shopping due to its time efficiency (Simangunsong, 2018). Known for their heavy reliance on digital technology, Generation Z is characterized by selective and cautious purchasing habits, reflecting their readiness to adopt internet technologies (ZAP Beauty Index, 2019).

In 2019, Indonesians predominantly spent on travel, with 58.9% of online purchases directed towards this sector, led by platforms like Tiket.com and Traveloka. Clothing and apparel followed as the second most popular category, comprising 14.6% of e-commerce transactions, while furniture, electronics, and health and beauty products also held notable shares (J.P. Morgan, 2019). However, these trends have shifted rapidly due to factors such as the pandemic of COVID-19, which propelled notable shifts to customer behavior as well as accelerated the adoption of digital commerce, reshaping lifestyle and business norms (Istiqomah, 2022).

As a result, businesses are concentrating on e-commerce and using digital marketing techniques to react to customer advocacy behaviour (Setiawan, 2023). These modifications have also been greatly influenced by the use of technology, notably application software and information and communication technology, with a focus on database creation and maintenance. In pandemic era, players in the fashion, music, food and tourist industries may obtain an advantage by utilizing email lists and WhatsApp Business as a data container for potential repeat business from clients (Anggraini, 2022). These acts are indicative of a larger movement towards digitalization and the integration of cultural and consumer behaviour factors into corporate strategy.

This has a big impact on consumers' propensity to turn away from physical establishments and toward online alternatives. Traditional merchants declined, but companies that could adjust to digital platforms thrived (Totolo & Baijal, 2020). Growth is accelerated even more if e-commerce possibilities compel merchants and consumers to switch (Oxford Business Group, 2020). According to a report, despite the crisis, there has been a noticeable 71% increase in monthly spending on internet shopping. For instance, Tokopedia has seen an increase in access to and selling and purchasing activity with over 10 million members since January 2020, reaching over 100 million users overall (Meylynda, 2021). However, the pandemic's effects on market dynamics are also giving small- and medium-sized business players more opportunities.

The result of research conducted by Ha et al. (2011), spending on promotion or advertising that is combined with consumer attitudes will make consumers more interested in a product and make them believe it has high-quality features. A company got involved with a customer's understanding of its significance regarding a product if, during the process of introducing it, it is able to communicate the idea of an intense engagement between the product and the user (Gau, 2019). Customer complaints about a product are interpreted as a desire to build a stronger relationship with the product rather than as an attempt to harm the firm (Garcia-Rivera et al., 2022).

However, very few investigations have appeared into the most recent actions businesses have taken to adapt their product or service offerings for Indonesian customers. Therefore, the author offer the following research question in an effort to investigate these latest developments in more detail. This research seeks to contribute valuable insights into current market trends and customer preferences.

*Rq3: What kind of adaptations are crucial for achieving success when developing a product or service for the Indonesian market?*

### 3. RESEARCH METHODOLOGY

This thesis will be written and conducted the research using both qualitative (in-depth interview) and quantitative (online survey) methods. Hancock (2001) states that qualitative research describes social events as they naturally occur and is concerned with creating answers for them. The goal of qualitative research is to present phenomena that occur spontaneously and to describe them using data from the field. In the opinion of Ary (2006), interviews are among the most popular and essential methods for obtaining qualitative data. Researchers can gain insight into people's opinions, beliefs, and feelings regarding a range of situations by conducting interviews. In general, researchers are also interested in finding out the number of individuals that exhibit specific behaviors or hold specific beliefs. These kinds of queries and theories are best served by quantitative methods. P. Nardi (2018). Kothari (2004) defines a questionnaire as a set of multiple-choice questions typed or printed on a sheet of paper or collection of sheets in a predetermined order. Online questionnaires will be distributed to 15 Indonesian customers of made-in-Italy brands and 5 Indonesian fashion journalist who already interviewed on the Round 1, to conduct quantitative analysis via Google Form (Round 2) in Indonesian language, then the given answers or data collection from the 20 participants are translated into English version on the Excel file.

#### 3.1 Research Design and Data Collection

In line with the research questions, the author carried out the investigation to provide a picture of the changing trends in Indonesian consumers' preferences, the influence of the pandemic on this evolution, and the interconnectedness of digital channels in relation to Made in Italy brands. The study will be conducted by interviewing followed by distributing online survey to Indonesian customers of the made-in-Italy fashion brand and to Indonesian fashion journalists. The findings will then be compared with the results of the previous study by Mazzù, M. F., Enrico, P., Angelo, B., Ludovico, L., and Piera, F. (2022) as well as the body of knowledge presented in Chapter 2.

The questions that the participants will respond to were derived from the research of Mazzù, M. F., et al. (2022). The author is required to adjust the questions to be more related to the topic and targeted participants which are the Indonesian stakeholders (customer and fashion journalist) of the Made in Italy brands: (Q1) How would you describe the preferences and characteristics of the new Indonesian customer from your perspective? (Q2) How have you noticed the evolution of customer behaviour during and after the pandemic? (Q3.1) How do Indonesian social media platforms influence and shape customer perceptions? (Q3.2) What strategies do you recommend for effectively utilizing Indonesian social media platforms to attract Indonesian market? (Q3.3) From your point of view, how have

Indonesian social media platforms changed over time? (Q4) When purchasing a product or service, what kind of adaptations do you believe are necessary and fit for the Indonesian market?

The second stage involved choosing Indonesian stakeholders to be participants, including customers of Made in Italy brands (fashion products) and Indonesian fashion journalists who are knowledgeable about the brands, the characteristics of Indonesian consumers both before and after the pandemic, and the role of social media in Indonesia. To provide enough preparation for the interview, a preliminary brief containing everything needed and the six questions was sent out beforehand.

The research method used is both qualitative and quantitative research methods with iterative research approach. An iterative research approach was used because it is very relevant to the research design. In an iterative research approach there will be a repetition process in stages trials to obtain data and achieve optimal final results (Rodgers, P. A., & Milton, A., 2013). To reach to a consensus, the three steps that followed were iterations. In particular, Round 1 involved doing 20-minute one-on-one online interviews (or face-to-face if possible) with each participant in an effort to gather responses. Those who had trouble connecting responded to the survey via email. Every interviewee was asked the same questions. The interview was conducted using Indonesian as the native language of the authors and targeted participants. The aim was to make it easier to obtain information clearly and in detail. Then after that, it was translated into English. The author noted the different trends that came out from every question during each interview. After Round 1, each interview was summarized, the responses were categorized (clustered), and the most important patterns were plotted. For each question, an initial consensus was reached that included 5 to 15 major trends.

Each participant in Round 2 was given a list of the most significant trends identified in Round 1 and asked to rank the options according to their own preferences. In a randomized design, participants were presented the trends for every question. Respondents' information was gathered through a survey administered through Google Form, a popular platform for data analytics and questionnaires. The first consensus on the most important trends for this round was obtained by displaying the given rank for each option next to its answer. The different options were grouped together, and the relative performance of every item in every cluster was noted. Based on similar characteristics and meanings of the identified elements, components that belonged to the same category—such as those related to omni-channel, culture, income or social economic class, enhanced products (experience, usage or the product itself, social ego, hyper-connection, individualism, community-enabler (influencer), communication format, and integration along marketing value chain were combined to form clusters. The author gave information to the participants in Round 3 to come to a consensus and confirm the main conclusions. Codifying the final consensus on findings used to describe the trends.



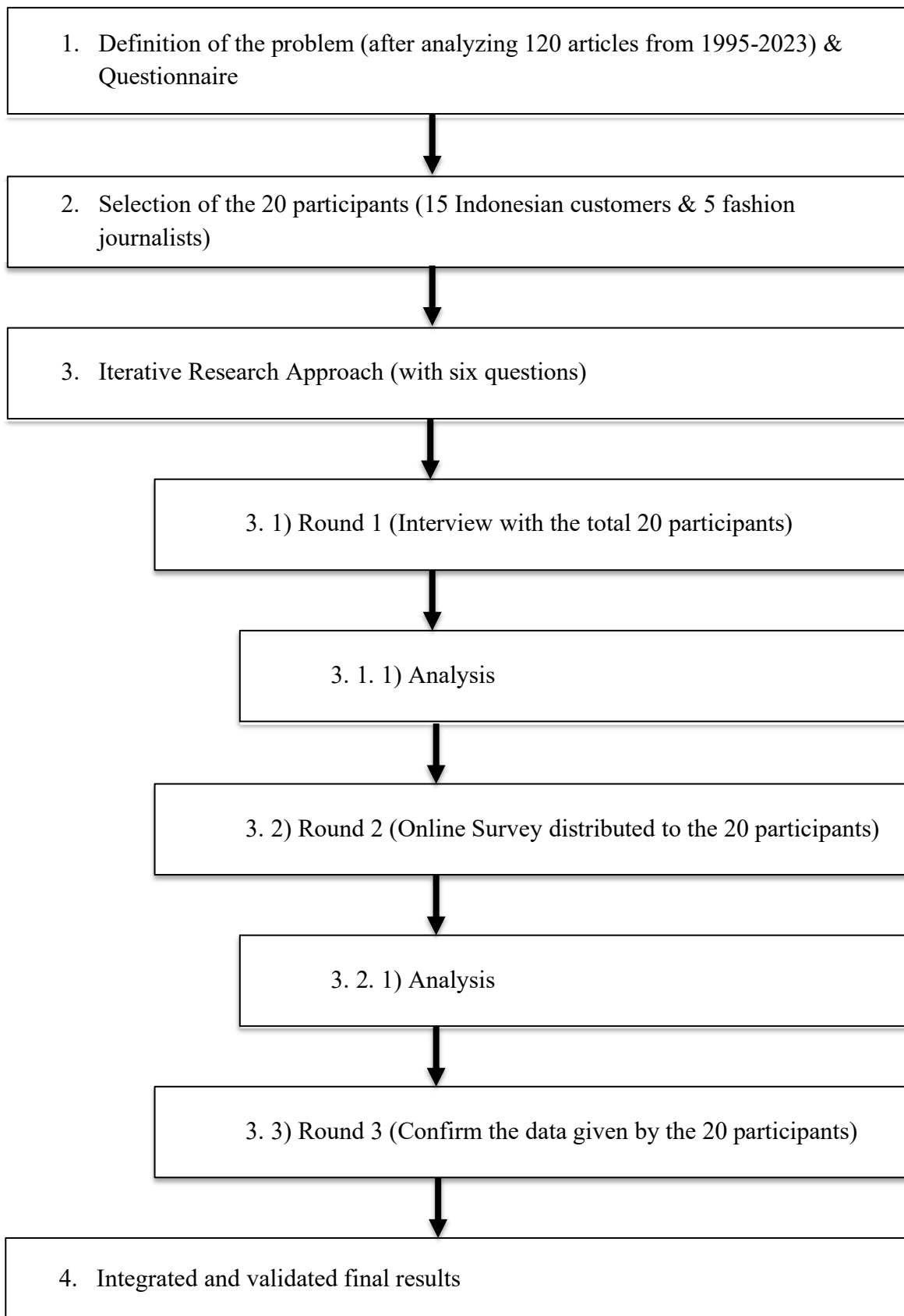


Figure 2. The stages of Iterative Research Approach created by author which refer to the study conducted by Mazzù, M. F., et al. (2022).

### 3.2 Study Population

The quality of the results obtained is directly related to the selection of appropriate participants (Judd, 1972; Taylor et al., 1989; Jacobs, 1996). Regarding the criteria, individuals are considered eligible to be invited to participate in this study if they are Indonesian stakeholders either (1) the customer of made in Italy brands in Indonesia, or (2) fashion journalist who familiar with made in Italy brands. Since the previous study focused on the perspectives of experts, in this study, these respondent criteria were established to gather different perspectives, which includes the perspectives of customers and fashion journalists. In this case, the chosen country/market is Indonesia to make easier for the author to conduct the research and reach the participants in author's home country.

In terms of the number of participants, as per extant literature, in a homogeneous context an optimal minimum number of ranges from 10 to 15 participants. In this study, 15 Indonesian customers (6 are Generation Z, 8 are Generation Y or Millennials, and 1 is Generation X), and 5 Indonesian fashion journalists were invited through social media and email. Total of the participants is 20, which achieved the optimal number of participants. The participant information is displayed here, as it appears in Tables 3 and 4. The name of the participants is informed with their initial name, as the author is obliged to protect the confidentiality of her subject.

Table 3. Indonesian Customers of Made in Italy Brands as Participants, table created by author

INDONESIAN CUSTOMERS OF MADE IN ITALY BRANDS							
No.	Initial Name	Age	Gender	Occupation	Brand (from the product that customer purchased)	Product Category	Research Methodology
1	AR	37	Male	Entrepreneur	Gucci, Dolce & Gabbana	Accessories (Hat), Sandals	Face-to-face Interview
2	SK	42	Female	Entrepreneur	Gucci, Prada, Fendi	Handbags, Shoes	WhatsApp Call Interview
3	TN	22	Female	University Student	Gucci	Handbags	Zoom Meeting Interview
4	AA	20	Female	University Student	Prada	Handbags	Zoom Meeting Interview
5	SZ	24	Female	Maste's Student	Prada, Bottega Veneta	Handbags	Zoom Meeting Interview
6	QF	26	Female	Content Creator	Gucci	Handbags	Zoom Meeting Interview
7	RTU	32	Female	Private Employee	Fendi, Prada	Handbags	Zoom Meeting Interview
8	LM	20	Female	University Student	Gucci	Handbags	Zoom Meeting Interview
9	SF	38	Female	Entrepreneur	Gucci, Valentino, Dolce & Gabbana	Shoes	Zoom Meeting Interview
10	AS	22	Female	University Student	Gucci	Handbags	Zoom Meeting Interview
11	SK	36	Female	Entrepreneur	Gucci	Handbags	WhatsApp Call Interview
12	PDD	34	Female	Private Employee	Prada	Handbags	Zoom Meeting Interview
13	AS	35	Male	Private Employee	Versace, Gucci	Handbags	Zoom Meeting Interview
14	MH	44	Female	Doctor	Fendi	Handbags	Email
15	TD	39	Female	Designer	Gucci, Prada, Fendi, Valentino	Handbags, Shoes, Sweater	Email

Table 4. Indonesian Fashion Journalist as Participants table created by author

INDONESIAN FASHION JOURNALISTS							
No.	Initial Name	Age	Gender	Company	Brand Made in Italy that respondent familiar with	Written Article by the journalist	Research Methodology
1	JE	34	Female	Prestige Indonesia	Fendi, Gucci, Prada, Valentino, Miu Miu	<a href="https://www.prestigeonline.com/id/style/fashion/fendi-ss24-elegance-in-ease-with-a-roman-touch/">https://www.prestigeonline.com/id/style/fashion/fendi-ss24-elegance-in-ease-with-a-roman-touch/</a>	Zoom Meeting Interview
2	RR	33	Male	Prestige Indonesia	Armani, Prada, Gucci	<a href="https://www.prestigeonline.com/id/style/watches/a-glimpse-inside-la-fabrique-du-temps-louis-vuitton/">https://www.prestigeonline.com/id/style/watches/a-glimpse-inside-la-fabrique-du-temps-louis-vuitton/</a>	Zoom Meeting Interview
3	SM	33	Male	ELLE Indonesia	Gucci, Fendi, Dolce & Gabbana	<a href="https://elle.co.id/fashion/infusi-panorama-venezia-dalam-kreasi-adibusana-dari-dolce-gabbana">https://elle.co.id/fashion/infusi-panorama-venezia-dalam-kreasi-adibusana-dari-dolce-gabbana</a>	Zoom Meeting Interview
4	AP	33	Male	The Editors Club Indonesia	Valentino, Gucci, Max Mara, Versace	<a href="https://theeditors-club.com/valentino-spring-summer-2024-tentang-liberasi-tubuh-perempuan/">https://theeditors-club.com/valentino-spring-summer-2024-tentang-liberasi-tubuh-perempuan/</a>	Zoom Meeting Interview
5	RA	33	Male	Cosmopolitan Indonesia	Fendi, Prada	<a href="https://www.cosmopolitan.co.id/article/read/1/2024/34441/fendi-rilis-koleksi-kolaborasi-dengan-stefano-pilati">https://www.cosmopolitan.co.id/article/read/1/2024/34441/fendi-rilis-koleksi-kolaborasi-dengan-stefano-pilati</a>	Zoom Meeting Interview

### 3.3 Analysis

Microsoft Excel was used for preliminary data cleaning and for calculations, sorting, and data visualization. For the purpose to provide insight on our three primary research topics, the author first developed six questions by evaluating the literature. Following the first round (Round 1) of interviews, transcripts were reviewed to identify primary trends from each respondent's perspective.

For Round 2, items were grouped based on conceptual similarities and participant contributions from Round 1. The number of items in each cluster varied depending on the responses from participants, ranging from two to five items per cluster, as shown in Table 5. A total of sixty items were collected from the participants. The Mean score, calculated by dividing the total scores by the number of participants (20), was used to determine the overall rank of all items, facilitating a systematic assessment.

Table 5. Score based on the range of ranking created by author.

The Range of Ranking	SCORE
Rank 1 - 2	Rank 1 = 10, Rank 2 = 5
Rank 1 - 3	Rank 1 = 10, Rank 2 = 6, Rank 3 = 3
Rank 1 - 4	Rank 1 = 10, Rank 2 = 7.5, Rank 3 = 5, Rank 4 = 2.5
Rank 1 - 5	Rank 1 = 10, Rank 2 = 8, Rank 3 = 6, Rank 4 = 4, Rank 5 = 2

For Instance, Q1 item “Products that offer prestige, value for money, increase lifestyle, self-confidence” belonging to cluster enhanced product, rank 1 chosen by 7 participants, rank 2 by 2 participants, rank 3 by 5 participants, rank 4 by 2 participants, rank 5 by 4 participants. Therefore,  $M = (10 \times 7 + 8 \times 2 + 6 \times 5 + 4 \times 2 + 2 \times 4)$  divided by  $20 = 6.60$ . As shown on Table 6, the item is rank 3 of the mentioned cluster for Q1. The author then verified and validated the results by checking the overall data obtained and refer to previous study by Mazzù, M. F., et al. (2022).

## 4. RESULT

### 4.1 Result from All Participants (Two Indonesian Stakeholders)

The author provides the answers as the overall result to each question below.

#### *Question 1*

Question 1 focused on “*How the new Indonesian customer is characterized and their preferences*”. Leveraging on similar meanings associated with each item the author derived five inter-connected clusters of trends for Q1, namely Enhanced products (experience/usage/product), Income (Social economic class) driven, Hyper-connection, Social Ego driven and Individualism.

Question 1 resulted in 15 items, divided into 5 clusters as mentioned above, as shown on Table 6. The top item for the characterization of the new Indonesian customer is that he or she is « *Prioritize brands, especially customer from socialite circles in Indonesia* » (M = 9.75), belonging to the top-ranked cluster of « *Social Ego-driven* » as the fourth cluster on the list. The first cluster, « *Enhanced product (Experience/usage/product)* » involved 5 items, has its top item « *Prefer durable and high-quality product* » (M = 6.90). Then, the second cluster, « *Income (Social Economic Class) driven* », has as its top item and become the top 10 of the overall rank « *Upper middle-class consumers attach importance to brands, especially prefer brands from abroad such as from brand made in Italy* » (M = 7.95). The top item for the third cluster, « *Hyper-connection* », is led by « *Products that are trendy due to the influence of KOLs (influencers or artists) who use them, Indonesian consumers tend to follow the trends* » (M = 8.75). The fifth cluster, « *Individualism* », involved 3 items, is led by and as the top 15 of the overall rank « *Prefer designs/logos that are either simple or striking (value authenticity and uniqueness in their choices)* » (M = 7.65).

The other 10 items which were not resulted as the main trends for the Q1 are: (1) Products that offer prestige, value for money, increase lifestyle and self-confidence, (2) Prioritize product function (such as multifunction bag, can be used for daily and formal use, or focusing on the capacity of the bag), (3) Prioritize product function, taste, price, quality, design, materials and prestige, (4) Compare prices of products to ensure they are getting the best deal in term of quality and affordability, (5) Upper middle class consumers prefer quality, design, color, and minimalist materials. Lower middle class prefer a striking logo or design, (6) Preferences differ depending on income level. The initial level tends to buy American brands (MK, Kate spade), after their career level and salary increase, they buy European brands (Prada, Gucci, etc.), (7) His/her existence is merged with internet. Lower middle class tend to be followers, following what product the local artists or KOLs wear on social media, (8) The more expensive it is, the better it looks when worn, because of the association with wealth and

status, (9) Loyal to only 1 fashion or luxury brand (as personal preference), (10) Buying product for themselves so they are more interested in product that have sentimental value, not following the trend.

Table 6. Q1: “How the new Indonesian customer is characterized and their preferences?”,  
visualization of the main inter-connected clusters of trends

No.	Question	Clusters	Answer/Highlighted Item	Ranking		M
				Subdomain Rank	Overall Rank	
1	<p><b>Q1</b> How would you describe the preferences and characteristics of the new Indonesian customer from your perspective?</p>	Enhanced product (Experience/Usage/Product) – driven	Products that offer prestige, value for money, increase lifestyle and self-confidence	3	30	6.60
2			Prioritize product function (such as multifunction bag, can be used for daily and formal use, or focusing on the capacity of the bag)	2	28	6.80
3			Prefer durable and high-quality product	1	27	6.90
4			Prioritize product function, taste, price, quality, design, materials and prestige	4	45	5.80
5			Compare prices of products to ensure they are getting the best deal in term of quality and affordability	5	60	3.90
6		Income/Social Economic Class-driven	Upper middle class consumers attach importance to brands, especially prefer brands from abroad such as from brand made in Italy	1	10	7.95
7			Upper middle class consumers prefer quality, design, color, and minimalist materials. Lower middle class prefer a striking logo or design	3	56	5.20
8		Hyper-connection	Preferences differ depending on income level. The initial level tends to buy American brands (MK, Katespade), after their career level and salary increase, they buy European brands (Prada, Gucci, etc),	2	44	5.85
9			Products that are trendy due to the influence of KOLs (influencers or artists) who use them, Indonesian consumers tend to follow the trends.	1	3	8.75
10			His/her existence is merged with internet. Lower middle class tend to be followers, following what product the local artists or KOLs wear on social media.	2	35	6.25
11		Social Ego-driven	Prioritize brands, especially consumer from socialite circles in Indonesia	1	1	9.75
12			The more expensive it is, the better it looks when worn, because of the association with wealth and status.	2	55	5.25
13		Individualism	Loyal to only 1 fashion or luxury brand (as personal preference)	3	59	4.80
14			Buying the product for themselves so they are more interested in product that have sentimental value to them, not for following the trend	2	31	6.55
15			Prefer designs/logos that are either simple or striking (value authenticity and uniqueness in their choices)	1	15	7.65

## Question 2

Question 2 focused on “*How has the Indonesian consumer evolved throughout and after the pandemic*”. Leveraging on similar meanings associated with each item the author derived six interconnected clusters of trends for Q2, same clusters as on the Q1, but with additional cluster named Culture driven, followed by Enhanced products (experience/usage/product), Income (Social economic class) driven, Hyper-connection, Social Ego driven and Individualism.

Question 2 resulted in 14 items, divided into 6 clusters as mentioned above, as shown on Table 7. The top item for the way Indonesian customers has evolved is that « *Local brands are starting to be popular. There is a cultural shift in consumer preferences* » (M = 9.50) also as a second rank of the overall rank, belonging to the top-ranked cluster of « Culture driven » as the first cluster on the list. The second cluster, « Social Ego driven » involved 3 items, has its top item « *Social circles and the perception of luxury influence purchasing decisions, with some individuals treating luxury products as investments for social status* » (M = 7.65). Then, the third cluster, « Hyper-connection driven », has as its top item and become the top 8 of the overall rank « *Increased consumption or shopping via social media platforms (such as IG Live Shopping and TikTok Shop)* » (M = 8.00). The top item for the fourth cluster, « Individualism », is led by and as the top 5 of the overall rank « *Preferences are based on personal needs and values rather than external influences or trends* » (M = 8.50). The fifth cluster, « Enhanced product (experience/usage/product) », involved 2 items, is led by and as the top 4 of the overall rank « *A shift in consumer preferences towards prioritizing product functionality over flashy designs, indicating a focus on the enhanced features and products quality* » (M = 8.75). The sixth cluster, « Income driven », has as its top item and become the top 9 of overall rank « *Purchasing behavior during and after the pandemic is influenced by socioeconomic class and job profession, indicating a correlation between income levels and consumer spending patterns* » (M = 8.00).

The other 8 items which were not resulted as the main trends for the Q2 are: (1) There is a preference to buy local products, this reflects a sense of supporting local brands, (2) Consumption behavior is influenced by social media platforms and their role in facilitating purchasing decisions, indicating a focus on external validation and trends, (3) Increased attention to brands and their accessibility suggests a focus on social validation and status associated with certain brands, (4) Most customers are native to "Omnichannel": characterizes contentment across several brand touchpoints, (5) Transition to digital platforms for shopping during the pandemic, with consumers consulting via WhatsApp and attending virtual brand events, (6) Prioritizing practicality and versatility in product choices, reflecting individualistic preferences centered around functionality and utility, (7) The importance placed on brand loyalty and the prioritization of multifunctionality in products, suggesting



a preference for enhanced features and versatility in their purchases, (8) A shift in purchasing behavior among upper middle income consumers, with a preference for luxury brand and shopping abroad.

Table 7. Q2: “How has the Indonesian consumer evolved throughout and after the pandemic?”,  
visualization of the main inter-connected clusters of trends

No.	Question	Clusters	Answer/Highlighted Item	Ranking		M
				Subdomain Rank	Overall Rank	
1	Q2 How have you noticed the evolution of customer behaviour during and after the pandemic?	Culture-driven	Local brands are starting to be popular. There is a cultural shift in consumer preferences	1	2	9.50
2			There is a preference to buy local products, this reflects a sense of supporting local brands	2	51	5.50
3		Social Ego-driven	Social circles and the perception of luxury influence purchasing decisions, with some individuals treating luxury products as investments for social status.	1	16	7.65
4			Consumption behavior is influenced by social media platforms and their role in facilitating purchasing decisions, indicating a focus on external validation and trends.	2	39	6.00
5			Increased attention to brands and their accessibility suggests a focus on social validation and status associated with certain brands.	3	52	5.35
6		Hyper-connection	Most customers are native to "Omnichannel"; characterizes contentment across several brand touchpoints	3	57	5.05
7			Increased consumption or shopping via social media platforms (such as IG Live Shopping and TikTok Shop)	1	8	8.00
8		Individualism	Transition to digital platforms for shopping during the pandemic, with consumers consulting via WhatsApp and attending virtual brand events	2	40	5.95
9			Preferences are based on personal needs and values rather than external influences or trends.	1	5	8.50
10		Enhanced product (Experience/Usage/Product) – driven	Prioritizing practicality and versatility in product choices, reflecting individualistic preferences centered around functionality and utility.	2	32	6.50
11			A shift in consumer preferences towards prioritizing product functionality over flashy designs, indicating a focus on the enhanced features and products quality	1	4	8.75
12		Income-driven	The importance placed on brand loyalty and the prioritization of multifunctionality in products, suggesting a preference for enhanced features and versatility in their purchases.	2	36	6.25
13			Purchasing behavior during and after the pandemic is influenced by socioeconomic class (SEC) and job profession, indicating a correlation between income levels and consumer spending patterns.	1	9	8.00
14		A shift in purchasing behavior among upper middle income Indonesian consumers, with a preference for luxury brand products and shopping abroad	2	26	7.00	

### Question 3

Question 3 studied social media online platforms in Indonesia. It was divided into three sections or sub questions (3.1, 3.2, and 3.3), each with its own elements and cluster.

#### Question 3.1

For the Q3.1, “*How do Indonesian social media platforms influence and shape customer perceptions?*”, the author found 3 clusters which are the Hyper-connection, Omnichannel-enabler, and Individualism.

Question 3.1, resulted in 7 items, divided into 3 clusters, as per Table 8. The top item for the way Indonesian social media platforms influences and shape customer perception is that « *The impact of social media, particularly through collaborations with celebrities and influencers, on shaping consumer perceptions and driving purchasing behavior in Indonesia* » (M = 8.25), also as the top 7 of the overall rank, belonging to the top-ranked cluster of « Hyper-connection » as the first cluster on the list. Then, the second cluster « Omnichannel-enabler », has as its top item « *Social media, evolving into a shopping platform, notably through features like Instagram Live Shopping, is reflected in consumers' dedicated shopping accounts, showcasing its integration into their purchasing journey* » (M = 7.45). The top item for the third cluster, « Individualism », is led by and as the top 11 of the overall rank « *Social media cultivates individualistic responses, enhancing awareness of products and brands while sometimes fostering status-driven behaviors, revealing its dual role in empowering consumer awareness and exacerbating societal pressures* » (M = 7.75).

The other 4 items which were not resulted as the main trends and not chosen by the participants for the Q3.1 are: (1) Social media platforms, especially Instagram, serve as influential channels for product discovery and how even partnerships with smaller influencers can lead to impulsive buying among consumers, (2) Social media influences shopping behavior through platforms like Instagram, yet poses challenges like counterfeit goods, showcasing its multifaceted role in shaping consumer perceptions, (3) Collaborations with local artists or KOLs on social media significantly shape younger consumers' purchasing decisions, while older generations prioritize personal experiences and brand recognition, (4) Different segments of consumers react differently to social media influences, particularly in terms of individualistic motivations such as using fashion brands as a means of self-expression or status display.

According to study by Nurhandayani, A., et al. (2019), there are many social media platforms to choose from, including Facebook, X, Instagram, and YouTube. A new wave of endorsers known as



celebgram, youtuber, vlogger, etc., is also present. They are social media influencers, or KOLs. They may make the images better. Enhancing a company's or brand's image will boost revenue.

Table 8. Q3.1: “How do Indonesian social media platforms influence and shape customer perceptions”, visualization of the main inter-connected clusters of trends

No.	Question	Clusters	Answer/Highlighted Item	Ranking		M
				Subdomain Rank	Overall Rank	
1	Q3.1 How do social media platforms influence and shape Indonesian customer perceptions?	Hyper-connection	The impact of social media, particularly through collaborations with celebrities and influencers, on shaping consumer perceptions and driving purchasing behavior in Indonesia.	1	7	8.25
2			Social media platforms, especially Instagram, serve as influential channels for product discovery and how even partnerships with smaller influencers can lead to impulsive buying among consumers.	2	29	6.75
3		Omnichannel-enabler	Social media, evolving into a shopping platform, notably through features like Instagram Live Shopping, is reflected in consumers' dedicated shopping accounts, showcasing its integration into their purchasing journey.	1	18	7.45
4			Social media influences shopping behavior through platforms like Instagram, yet poses challenges like counterfeit goods, showcasing its multifaceted role in shaping consumer perceptions.	2	38	6.20
5		Individualism	Collaborations with local artists or KOLs on social media significantly shape younger consumers' purchasing decisions, while older generations prioritize personal experiences and brand recognition.	3	53	5.35
6			Social media cultivates individualistic responses, enhancing awareness of products and brands while sometimes fostering status-driven behaviors, revealing its dual role in empowering consumer awareness and exacerbating societal pressures.	1	11	7.75
7		Different segments of consumers react differently to social media influences, particularly in terms of individualistic motivations such as using fashion brands as a means of self-expression or status display.	2	19	7.25	

### Question 3.2

For the Q3.2, “*What strategies do you recommend for effectively utilizing Indonesian social media platforms to attract Indonesian market?*”, the author found 2 clusters which are the Community-enablers and Omnichannel-enabler.

Question 3.2, resulted in 5 items, divided into 2 clusters, as per Table 9. The top item for the best recommended strategy to effectively utilize Indonesia-specific social media platforms to attract Indonesian market is that « *Collaboration with KOLs who are currently viral or rising in Indonesia. Promotions on TikTok and Instagram are most often used by Indonesian consumers* » (M = 7.75), also as the top 12 of the overall rank, belonging to the top-ranked cluster of « *Community-enabler (influencer)* » as the first cluster on the list. Then, the second cluster « *Omnichannel-enabler* », has as its top item and become the top 23 (out of 60 items) of the overall rank « *Utilizing various social media platforms popular among Indonesian consumers such as Instagram, TikTok, Facebook and Threads, enable brands to achieve a seamless omnichannel presence, reaching diverse audiences and amplifying brand visibility* » (M = 7.20).

The other 3 items which were not resulted as the main trends for the Q3.2 are: (1) Leveraging the popularity of renowned artists like Blackpink can greatly boost brand recognition and engagement, attracting passionate Indonesian consumers drawn to their endorsed products, (2) Focusing promotional efforts on platforms where Indonesian consumers are most active, ensuring a cohesive presence across various social media channels to maximize reach and engagement, (3) Collaborating with local high-end fashion brands and utilizing social media for promotion allows brands to connect with consumers, integrating offline and online channels for a holistic omnichannel strategy.

Here as shown on Figure 3, the author provides the example of the viral Indonesian KOL and its social media post to effectively utilize the platform (Instagram) to attract Indonesian market.



Figure 3. Viral KOL (Maudy Ayunda, with 19.4M Followers) and its content on IG wearing Gucci  
<https://www.instagram.com/p/CqZlaBvv20D/?igsh=MTd1MTlwYXB2ejE3OQ%3D%3D>

Table 9. Q3.2: “What strategies do you recommend for effectively utilizing Indonesian social media platforms to attract Indonesian market?”, visualization of the main inter-connected clusters of trends

No.	Question	Clusters	Answer/Highlighted Item	Ranking		M
				Subdomain Rank	Overall Rank	
1	<p><b>Q3.2</b></p> <p><b>What strategies do you recommend for effectively utilizing social media platforms to attract Indonesian market?</b></p>	Community-enablers (influencers)	Collaboration with KOLs who are currently viral or rising in Indonesia. Promotions on TikTok and Instagram are most often used by Indonesian consumers.	1	12	7.75
2			Leveraging the popularity of renowned artists like Blackpink can greatly boost brand recognition and engagement, attracting passionate Indonesian consumers drawn to their endorsed products.	2	20	7.25
3		Omnichannel-enabler	Focusing promotional efforts on platforms where Indonesian consumers are most active, ensuring a cohesive presence across various social media channels to maximize reach and engagement.	2	33	6.50
4			Utilizing various social media platforms popular among Indonesian consumers such as Instagram, TikTok, Facebook and Threads, enable brands to achieve a seamless omnichannel presence, reaching diverse audiences and amplifying brand visibility.	1	23	7.20
5			Collaborating with local high-end fashion brands and utilizing social media for promotion allows brands to connect with Indonesian consumers, integrating offline and online channels for a holistic omnichannel strategy.	3	54	5.30

### Question 3.3

For the Q3.3, “*how have social media platforms changed over time in Indonesia?*”, the author found 3 clusters which are the Integration along marketing value chain, Community-enablers (influencer), and Communication format.

Question 3.3, resulted in 10 items, divided into 3 clusters, as per Table 10. The top item for the way Indonesia-specific social media platforms changed over time is that « *Social media, serving as a platform for product/brand information dissemination, reaching niche consumer segments, and influencing consumer behavior towards mindfulness in their consumption habits* » (M = 7.75), also as the top 13 of the overall rank, belonging to the top-ranked cluster of « *Integration along marketing value chain* » as the first cluster on the list. Then, the second cluster « *Community-enablers (influencer)* », has as its top item and become the top 24 (out of 60 items) of the overall rank « *Social media preferences in Indonesia vary by generation, with Gen Y and older favoring Instagram and Facebook for education, while TikTok attracts Gen Z and younger generations for entertainment, influenced by relevant influencers* » (M = 7.13). The top item for the third cluster, « *Communication format* », is led by and as the top 25 of the overall rank « *Preference for short video content on TikTok compared to the visual photo format on Instagram* » (M = 7.12).

The other 7 items which were not resulted as the main trends for the Q3.3 are: (1) Transitioning from being primarily used for personal sharing to serving as platforms for e-commerce and direct sales through features like direct shopping links and dedicated shopping sections, (2) Social media preferences are influenced by the content and its perceived quality, indicating the role of influencers or content creators in shaping user preferences and behaviors, (3) The emergence and popularity of certain platforms, as well as the types of content they offer, are influenced by the behavior of influencers and trendsetters within the community, (4) The role of influencers in shaping the demographics and target audience of different social media platforms, emphasizing the importance for brands to align their advertising strategies with the preferences of these segmented audiences, (5) Sharing product updates and event invitations, indicating the varied communication formats available on these platforms, (6) Transitioning from platforms with minimal features to ones with more diverse and engaging features, contributing to their increased usability and appeal, (7) Social media platforms have evolved into multifunctional channels, offering interaction, information, news, and e-commerce, showcasing diverse communication formats.

Table 10. Q3.3: “How have social media platforms changed over time in Indonesia?”

visualization of the main inter-connected clusters of trends

No.	Question	Clusters	Answer/Highlighted Item	Ranking		M
				Subdomain Rank	Overall Rank	
1	<p><b>Q3.3</b>                      From your point of view, how have social media platforms changed over time in Indonesia?</p>	Integration along marketing value chain	Social media, serving as a platform for product/brand information dissemination, reaching niche consumer segments, and influencing consumer behavior towards mindfulness in their consumption habits.	1	13	7.75
2			Transitioning from being primarily used for personal sharing to serving as platforms for e-commerce and direct sales through features like direct shopping links and dedicated shopping sections.	2	21	7.25
3		Community-enablers (influencer)	Social media preferences are influenced by the content and its perceived quality, indicating the role of influencers or content creators in shaping user preferences and behaviors.	3	42	5.87
4			Social media preferences in Indonesia vary by generation, with Gen Y and older favoring Instagram and Facebook for education, while TikTok attracts Gen Z and younger generations for entertainment, influenced by relevant influencers.	1	24	7.13
5			The emergence and popularity of certain platforms, as well as the types of content they offer, are influenced by the behavior of influencers and trendsetters within the community.	4	46	5.75
6			The role of influencers in shaping the demographics and target audience of different social media platforms, emphasizing the importance for brands to align their advertising strategies with the preferences of these segmented audiences.	2	37	6.25
7		Communication format	Preference for short video content on TikTok compared to the visual photo format on Instagram.	1	25	7.12
8			Sharing product updates and event invitations, indicating the varied communication formats available on these platforms.	3	47	5.75
9			Transitioning from platforms with minimal features to ones with more diverse and engaging features, contributing to their increased usability and appeal.	2	34	6.50
10			Social media platforms have evolved into multifunctional channels, offering interaction, information, news, and e-commerce, showcasing diverse communication formats.	4	49	5.62



#### Question 4

Question 4 focused on “*When purchasing a product or service, what kind of adaptations do you believe are necessary and fit for the Indonesian market?*”. Leveraging on similar meanings associated with each item the author derived three inter-connected clusters of trends for Q4, namely Individualism, Enhanced products (experience/usage/product), and Culture driven.

Question 4 resulted in 9 items, divided into 3 clusters as mentioned above, as shown on Table 11. The top item for the adaptations that believed are necessary and fit for Indonesian market is that « *Staying updated with the latest trends and ensuring that products available in the Indonesian market align with what is currently popular and sought after by consumers* » (M = 8.50) also as a sixth rank of the overall rank, belonging to the top-ranked cluster of « Culture driven » as the third cluster on the list. The first cluster, « Individualism » involved 2 items, has its top item and as the top 14 of the overall rank « *Offering products that cater to individual preferences and styles, recognizing the diversity of consumer tastes within the Indonesian market* » (M = 7.75). Then, the second cluster, « Enhanced products (experience/usage/product) », has as its top item and become the top 17 of the overall rank « *Adapting product designs to align with Indonesian consumers' preferences for simplicity, versatility, and functionality, highlighting the need for brands to tailor their offerings accordingly* » (M = 7.50).

The other 6 items which were not resulted as the main trends for the Q4 are: (1) The popularity of simple designs among Gen Z consumers, showcasing the importance of understanding and adapting to individual consumer segments within the market, (2) Collaborating with local artists or designers and adjusting product features to suit the activities and lifestyles prevalent among Indonesian consumers, (3) Adapting product materials and designs to suit the tropical climate of Indonesia, ensuring durability and practicality for consumers, (4) Considering consumer sizing preferences when adapting product materials and designs, reflecting a focus on enhancing the practicality and comfort of products for Indonesian consumers, (5) Understanding and incorporating Indonesian cultural elements into marketing campaigns and product offerings to resonate with local consumers effectively, (6) Tailoring marketing strategies to align with Indonesia's socio-political and cultural landscape, considering religious beliefs, geopolitical sentiments, and other factors, to resonate positively with consumers.

Table 11. Q4: “When purchasing a product or service, what kind of adaptations do you believe are necessary and fit for the Indonesian market?”,  
 visualization of the main inter-connected clusters of trends

No.	Question	Clusters	Answer/Highlighted Item	Ranking		M
				Subdomain Rank	Overall Rank	
1	Q4 When purchasing a product or service, what kind of adaptations do you believe are necessary and fit for the Indonesian market?	Individualism	Offering products that cater to individual preferences and styles, recognizing the diversity of consumer tastes within the Indonesian market.	1	14	7.75
2			The popularity of simple designs among Gen Z consumers, showcasing the importance of understanding and adapting to individual consumer segments within the market.	2	22	7.25
3			Collaborating with local artists or designers and adjusting product features to suit the activities and lifestyles prevalent among Indonesian consumers	2	41	5.88
4		Enhanced product (Experience/Usage/Product) – driven	Adapting product designs to align with Indonesian consumers' preferences for simplicity, versatility, and functionality, highlighting the need for brands to tailor their offerings accordingly.	1	17	7.50
5			Adapting product materials and designs to suit the tropical climate of Indonesia, ensuring durability and practicality for consumers.	3	43	5.87
6			Considering consumer sizing preferences when adapting product materials and designs, reflecting a focus on enhancing the practicality and comfort of products for Indonesian consumers.	4	48	5.75
7		Culture-driven	Understanding and incorporating Indonesian cultural elements into marketing campaigns and product offerings to resonate with local consumers effectively.	3	58	4.90
8			Staying updated with the latest trends and ensuring that products available in the Indonesian market align with what is currently popular and sought after by consumers.	1	6	8.50
9			Tailoring marketing strategies to align with Indonesia's socio-political and cultural landscape, considering religious beliefs, geopolitical sentiments, and other factors, to resonate positively with consumers.	2	50	5.60

#### 4.2 Result Only from Indonesian Fashion Journalists (Comparison with overall result)

After collecting the data from two Indonesian stakeholders (15 customers and 5 fashion journalists) and elaborating the results of the iterative research approach, here the author would also like to find the main trends chosen only by the fashion journalists. The aim is to find out whether there are similarities or differences of the main trends in each question. As the overall results are obtained from the data given by the majority of Indonesian customers (75% of 20 participants), the author assumes that it is better to separate the data given by only the 5 Indonesian fashion journalists which the number of them is only 25% of the overall participants.

There are several reasons why the fashion journalists can be interviewed to provide insights into the characteristics of Indonesian customers of Italian fashion brands. Firstly, fashion journalists often have extensive knowledge and expertise about the industry, including specific insights into Italian fashion brands and their customer bases. Second, fashion journalists frequently interact with designers, industry insiders, and customers, giving them access to valuable information. Third, fashion journalists conduct research and attend fashion events. Therefore, they can provide firsthand accounts and observations regarding customers demographics, characteristics, and preferences.

On the previous results obtained by the two stakeholders with majority of them are Indonesian customers, for the Question 1, the top item for the characterization of the new Indonesian customer is that he or she is « *Prioritize brands, especially customer from socialite circles in Indonesia* » (M = 9.75), belonging to the top-ranked cluster of « Social Ego-driven ». However, as illustrated on the Table 12, the data obtained only from the Indonesian fashion journalists, it shows a different trend, the top item for the characterization of the new Indonesian customer is that « *Upper middle-class consumers attach importance to brands, especially prefer brands from abroad such as from brand made in Italy* » (M = 9.20), belonging to the top-ranked cluster of « Income (Social Economic Class) driven ». Although there is still similarity that Indonesian customers attach importance (prioritize) to brand, the fashion journalist specifically added more insight which depends on Social Economic Class of the customers, and customers prefer to buy international brands such as Italian fashion brands.

For the Question 2, based on the previous results, the top item for the way Indonesian customers has evolved is that « *Local brands are starting to be popular. There is a cultural shift in consumer preferences* » (M = 9.50) also as a second rank of the overall rank, belonging to the top-ranked cluster of « Culture driven ». However, as illustrated on the Table 13, the data obtained only from the Indonesian fashion journalists, it shows a different trend, the top item for the way Indonesian customers has evolved is that « *Preferences are based on personal needs and values rather than*



external influences or trends » (M = 10.00), belonging to the top-ranked cluster of « Individualism ». Based on this result, there is a different perspective between customers and fashion journalist.

Table 12. Q1: “How the new Indonesian customer is characterized and their preferences?”, visualization of main inter-connected clusters of trends chosen by Indonesian Fashion Journalists

No.	Question	Clusters	Answer/Highlighted Item	Ranking		M
				Subdomain Rank	Overall Rank	
1	Q1 How would you describe the preferences and characteristics of the new Indonesian customer from your perspective?	Enhanced product (Experience/Usage/Product) – driven	Products that offer prestige, value for money, increase lifestyle and self-confidence	1	19	7.60
2			Prioritize product function (such as multifunction bag, can be used for daily and formal use, or focusing on the capacity of the bag)	4	50	5.20
3			Prefer durable and high-quality product	5	51	5.20
4			Prioritize product function, taste, price, quality, design, materials and prestige	2	34	6.00
5			Compare prices of products to ensure they are getting the best deal in term of quality and affordability	3	35	6.00
6		Income/Social Economic Class-driven	Upper middle class consumers attach importance to brands, especially prefer brands from abroad such as from brand made in Italy	1	3	9.20
7			Upper middle class consumers prefer quality, design, color, and minimalist materials. Lower middle class prefer a striking logo or design	3	57	4.20
8		Hyper-connection	Preferences differ depending on income level. The initial level tends to buy American brands (MK, Katespade), after their career level and salary increase, they buy European brands (Prada, Gucci, etc).	2	43	5.60
9			Products that are trendy due to the influence of KOLs (influencers or artists) who use them, Indonesian consumers tend to follow the trends.	1	10	8.00
10			His/her existence is merged with internet. Lower middle class tend to be followers, following what product the local artists or KOLs wear on social media.	2	23	7.00
11		Social Ego-driven	Prioritize brands, especially consumer from socialite circles in Indonesia	1	5	9.00
12			The more expensive it is, the better it looks when worn, because of the association with wealth and status.	2	36	6.00
13		Individualism	Loyal to only 1 fashion or luxury brand (as personal preference)	3	58	4.20
14			Buying the product for themselves so they are more interested in product that have sentimental value to them, not for following the trend	1	17	7.80
15			Prefer designs/logos that are either simple or striking (value authenticity and uniqueness in their choices)	2	24	7.00

Table 13. Q2: “How has the Indonesian consumer evolved throughout and after the pandemic”, visualization of the main inter-connected clusters of trends chosen by Indonesian Fashion Journalists

No.	Question	Clusters	Answer/Highlighted Item	Ranking		M
				Subdomain Rank	Overall Rank	
1	Q2 How have you noticed the evolution of customer behaviour during and after the pandemic?	Culture-driven	Local brands are starting to be popular. There is a cultural shift in consumer preferences	1	6	9.00
2			There is a preference to buy local products, this reflects a sense of supporting local brands	2	37	6.00
3		Social Ego-driven	Social circles and the perception of luxury influence purchasing decisions, with some individuals treating luxury products as investments for social status.	1	8	8.60
4			Consumption behavior is influenced by social media platforms and their role in facilitating purchasing decisions, indicating a focus on external validation and trends.	3	52	5.00
5			Increased attention to brands and their accessibility suggests a focus on social validation and status associated with certain brands.	2	48	5.40
6		Hyper-connection	Most customers are native to "Omnichannel"; characterizes contentment across several brand touchpoints	2	33	6.20
7			Increased consumption or shopping via social media platforms (such as IG Live Shopping and TikTok Shop)	3	44	5.60
8		Individualism	Transition to digital platforms for shopping during the pandemic, with consumers consulting via WhatsApp and attending virtual brand events	1	22	7.20
9			Preferences are based on personal needs and values rather than external influences or trends.	1	1	10.00
10		Enhanced product (Experience/Usage/Product) – driven	Prioritizing practicality and versatility in product choices, reflecting individualistic preferences centered around functionality and utility.	2	53	5.00
11			A shift in consumer preferences towards prioritizing product functionality over flashy designs, indicating a focus on the enhanced features and products quality	1	7	9.00
12		Income-driven	The importance placed on brand loyalty and the prioritization of multifunctionality in products, suggesting a preference for enhanced features and versatility in their purchases.	2	38	6.00
13			Purchasing behavior during and after the pandemic is influenced by socioeconomic class (SEC) and job profession, indicating a correlation between income levels and consumer spending patterns.	1	11	8.00
14				A shift in purchasing behavior among upper middle income Indonesian consumers, with a preference for luxury brand products and shopping abroad	2	25

The top item of Question 3.1 from overall result, for the way Indonesian social media platforms influences and shape customer perception is that « *The impact of social media, particularly through collaborations with celebrities and influencers, on shaping consumer perceptions and driving purchasing behavior in Indonesia* » (M = 8.25), belonging to cluster of « Hyper-connection ». Table 14, which completely presents data from Indonesian fashion journalists, illustrates a similar pattern, but with additional item. The highest-ranking represented by two items due to both have same result of mean (M = 8.00), the first item is same as the overall result, and the second or additional item is belonging to cluster of « Individualism », which is « *social media cultivates individualistic responses, enhancing awareness of products and brands while sometimes fostering status-driven behaviors, revealing its dual role in empowering consumer awareness and exacerbating societal pressures* ».

For the Question 3.2, based on the overall results, the top item for the best recommended strategy to effectively utilize Indonesia-specific social media platforms to attract Indonesian market is that « *Collaboration with KOLs who are currently viral or rising in Indonesia. Promotions on TikTok and Instagram are most often used by Indonesian consumers* » (M = 7.75), belonging to the cluster of « Community-enabler (influencer) ». However, as illustrated on the Table 15, the data obtained only from Indonesian fashion journalists, illustrates a distinct pattern, the top item is that « *Leveraging the popularity of renowned artists like Blackpink can greatly boost brand recognition and engagement, attracting passionate Indonesian consumers drawn to their endorsed products* » (M = 10.00), but still belonging to the same cluster of « Community-enabler (influencer) ».

Question 3.3, based on the overall results, the top item for the way Indonesia-specific social media platforms changed over time is that « *Social media, serving as a platform for product/brand information dissemination, reaching niche consumer segments, and influencing consumer behavior towards mindfulness in their consumption habits* », belonging to the cluster of « Integration along marketing value chain ». Table 16, the data obtained only from the Indonesian fashion journalists, it shows a different trend, the top item is that « *Transitioning from being primarily used for personal sharing to serving as platforms for e-commerce and direct sales through features like direct shop links and dedicated shopping sections* » (M = 8.00) yet remaining within same cluster.

For the Question 4, based on the overall results, the top item for adaptations that believed are necessary and fit for Indonesian market is that « *Staying updated with the latest trends and ensuring that products available in the Indonesian market align with what is currently popular and sought after by consumers* » (M = 8.50) also as a sixth rank of the overall rank, belonging to the cluster of « Culture driven ». Table 17, the data obtained only from the Indonesian fashion journalists, it shows a

same trend, but different result of the mean ( $M = 9.20$ ) and as a fourth rank of the overall rank chosen by the Indonesian fashion journalists.

Table 14. Q3.1: “How do Indonesian social media platforms influence and shape customer perceptions”, visualization of the main inter-connected clusters of trends chosen by Indonesian Fashion Journalists

No.	Question	Clusters	Answer/Highlighted Item	Ranking		M
				Subdomain Rank	Overall Rank	
1	Q3.1 How do social media platforms influence and shape Indonesian customer perceptions?	Hyper-connection	The impact of social media, particularly through collaborations with celebrities and influencers, on shaping consumer perceptions and driving purchasing behavior in Indonesia.	1	12	8.00
2			Social media platforms, especially Instagram, serve as influential channels for product discovery and how even partnerships with smaller influencers can lead to impulsive buying among consumers.	2	26	7.00
3		Omnichannel-enabler	Social media, evolving into a shopping platform, notably through features like Instagram Live Shopping, is reflected in consumers' dedicated shopping accounts, showcasing its integration into their purchasing journey.	1	18	7.80
4			Social media influences shopping behavior through platforms like Instagram, yet poses challenges like counterfeit goods, showcasing its multifaceted role in shaping consumer perceptions.	3	49	5.40
5		Individualism	Collaborations with local artists or KOLs on social media significantly shape younger consumers' purchasing decisions, while older generations prioritize personal experiences and brand recognition.	2	42	5.80
6			Social media cultivates individualistic responses, enhancing awareness of products and brands while sometimes fostering status-driven behaviors, revealing its dual role in empowering consumer awareness and exacerbating societal pressures.	1	13	8.00
7		Different segments of consumers react differently to social media influences, particularly in terms of individualistic motivations such as using fashion brands as a means of self-expression or status display.	2	27	7.00	



Table 15. Q3.2: “What strategies do you recommend for effectively utilizing Indonesian social media platforms to attract Indonesian market?”, visualization of the main inter-connected clusters of trends chosen by Indonesian Fashion Journalists

No.	Question	Clusters	Answer/Highlighted Item	Ranking		M
				Subdomain Rank	Overall Rank	
1	Q3.2 What strategies do you recommend for effectively utilizing social media platforms to attract Indonesian market?	Community-enablers (influencers)	Collaboration with KOLs who are currently viral or rising in Indonesia. Promotions on TikTok and Instagram are most often used by Indonesian consumers.	2	54	5.00
2			Leveraging the popularity of renowned artists like Blackpink can greatly boost brand recognition and engagement, attracting passionate Indonesian consumers drawn to their endorsed products.	1	2	10.00
3		Omnichannel-enabler	Focusing promotional efforts on platforms where Indonesian consumers are most active, ensuring a cohesive presence across various social media channels to maximize reach and engagement.	2	28	7.00
4			Utilizing various social media platforms popular among Indonesian consumers such as Instagram, TikTok, Facebook and Threads, enable brands to achieve a seamless omnichannel presence, reaching diverse audiences and amplifying brand visibility.	1	20	7.60
5			Collaborating with local high-end fashion brands and utilizing social media for promotion allows brands to connect with Indonesian consumers, integrating offline and online channels for a holistic omnichannel strategy.	3	56	4.40

Table 16. Q3.3: “how have social media platforms changed over time in Indonesia?”

visualization of the main inter-connected clusters of trends chosen by Indonesian Fashion Journalists

No.	Question	Clusters	Answer/Highlighted Item	Ranking		M
				Subdomain Rank	Overall Rank	
1	<p><b>Q3.3</b></p> <p><b>From your point of view, how have social media platforms changed over time in Indonesia?</b></p>	Integration along marketing value chain	Social media, serving as a platform for product/brand information dissemination, reaching niche consumer segments, and influencing consumer behavior towards mindfulness in their consumption habits.	2	29	7.00
2			Transitioning from being primarily used for personal sharing to serving as platforms for e-commerce and direct sales through features like direct shopping links and dedicated shopping sections.	1	14	8.00
3		Community-enablers (influencer)	Social media preferences are influenced by the content and its perceived quality, indicating the role of influencers or content creators in shaping user preferences and behaviors.	2	39	6.00
4			Social media preferences in Indonesia vary by generation, with Gen Y and older favoring Instagram and Facebook for education, while TikTok attracts Gen Z and younger generations for entertainment, influenced by relevant influencers.	1	21	7.50
5			The emergence and popularity of certain platforms, as well as the types of content they offer, are influenced by the behavior of influencers and trendsetters within the community.	3	40	6.00
6		Communication format	The role of influencers in shaping the demographics and target audience of different social media platforms, emphasizing the importance for brands to align their advertising strategies with the preferences of these segmented audiences.	4	46	5.50
7			Preference for short video content on TikTok compared to the visual photo format on Instagram.	1	15	8.00
8		Communication format	Sharing product updates and event invitations, indicating the varied communication formats available on these platforms.	4	55	5.00
9			Transitioning from platforms with minimal features to ones with more diverse and engaging features, contributing to their increased usability and appeal.	2	32	6.50
10			Social media platforms have evolved into multifunctional channels, offering interaction, information, news, and e-commerce, showcasing diverse communication formats.	3	47	5.50

Table 17. Q4: “When purchasing a product or service, what kind of adaptations do you believe are necessary and fit for the Indonesian market?”, visualization of the main inter-connected clusters of trends chosen by Indonesian Fashion Journalists

No.	Question	Clusters	Answer/Highlighted Item	Ranking		M
				Subdomain Rank	Overall Rank	
1	Q4 When purchasing a product or service, what kind of adaptations do you believe are necessary and fit for the Indonesian market?	Individualism	Offering products that cater to individual preferences and styles, recognizing the diversity of consumer tastes within the Indonesian market.	2	30	7.00
2			The popularity of simple designs among Gen Z consumers, showcasing the importance of understanding and adapting to individual consumer segments within the market.	1	16	8.00
3		Enhanced product (Experience/Usage/Product) – driven	Collaborating with local artists or designers and adjusting product features to suit the activities and lifestyles prevalent among Indonesian consumers	4	60	3.50
4			Adapting product designs to align with Indonesian consumers' preferences for simplicity, versatility, and functionality, highlighting the need for brands to tailor their offerings accordingly.	2	31	7.00
5			Adapting product materials and designs to suit the tropical climate of Indonesia, ensuring durability and practicality for consumers.	1	9	8.50
6		Culture-driven	Considering consumer sizing preferences when adapting product materials and designs, reflecting a focus on enhancing the practicality and comfort of products for Indonesian consumers.	3	41	6.00
7			Understanding and incorporating Indonesian cultural elements into marketing campaigns and product offerings to resonate with local consumers effectively.	3	59	4.20
8		Culture-driven	Staying updated with the latest trends and ensuring that products available in the Indonesian market align with what is currently popular and sought after by consumers.	1	4	9.20
9			Tailoring marketing strategies to align with Indonesia's socio-political and cultural landscape, considering religious beliefs, geopolitical sentiments, and other factors, to resonate positively with consumers.	2	45	5.60

## 5. DISCUSSION

There has been a significant shift in the characteristics of Indonesian customers, specifically regarding their desire towards e-commerce transactions. Both internal factors—like the need for affordability and convenience—and external factors—like disruptive technologies and modifications to business strategies—have an impact on this transition (Andini, 2023; Jusuf, 2023). Moreover, the comparative advantage of Indonesian export goods is dynamically changing, moving toward goods that require larger amounts of capital (Setyari, 2015). These modifications are a reflection of Indonesia's dynamic and changing consumer situation.

Furthermore, numerous research has investigated how Indonesian consumers' preferences have changed. Concerning online transactions and privacy, Bailusy, M. N., et al. (2022) emphasized the significance of security, user-friendliness, and self-efficacy in the online shopping. Simangunsong (2018) highlighted the propensity of Generation-Z to shop online, especially for food, beverages, and clothing, indicating new prospects for retail establishments. Collectively, these studies highlight how Indonesian consumers' choices are ever-changing due to cultural norms, advancing technology, and generational variations.

By utilizing the Iterative Research Approach, in addition to providing a comprehensive response to the research questions (RQs), the author has expanded our knowledge of Indonesian consumer behavior and market dynamics, which has significantly added to the body of recent marketing literature. The study adds to the conversation on approaches to marketing suited to this dynamic market segment by providing insight into new trends and details in the preferences and behaviors of Indonesian consumers through an in-depth evaluation and integration of data.

As for the research question about the evolving characteristics of Indonesian customers (Rq1), the research outcomes, corroborated by insights from the two Indonesian stakeholders (the customers of made-in-Italy fashion brands and fashion journalists), illuminate main trends characterizing the modern Indonesian consumer. Through clustering analysis, five interconnected trends emerge: Enhanced products, Income-driven preferences, Hyper-connection, Social Ego-driven tendencies, and Individualism. Notably, the prioritization of brands, particularly among socialite circles in Indonesia, underscores the significance of status and prestige in consumer decision-making, aligning with both stakeholders observations.

While the overarching trend of brand prioritization remains consistent across both consumer and fashion journalists perspectives, nuanced differences emerge regarding the emphasis on social economic class. Indonesian consumers, as depicted in the research, exhibit a preference for brands associated with social status and exclusivity. Conversely, insights from fashion journalists highlight a distinct emphasis on international brands, particularly those from Italy, among the upper middle-class demographic. This nuanced distinction underscores the intricate relationship between consumer behaviour and socio-economic factors, offering valuable insights for marketers navigating the Indonesian market landscape.

Furthermore, the research findings underscore the influence of hyper-connection and individualistic preferences on Indonesian consumer behaviour. The propensity to follow trends influenced by key opinion leaders (KOLs) and the desire for authentic and unique designs reflect a dynamic consumer landscape shaped by digital connectivity and evolving cultural values. Through a combination of customer and fashion journalists' viewpoints, this analysis offers a thorough comprehension of the diverse aspects influencing consumer preferences within Indonesia's fashion market, offering valuable implications for industry stakeholders aiming to effectively engage with and cater to the diverse needs and aspirations of Indonesian consumers.

Enriched by insights from Indonesian fashion journalists, provide a comprehensive overview of the evolving consumer landscape in Indonesia amidst and post-pandemic. Notably, there's a significant cultural shift highlighted by both consumers and journalists, with local brands gaining popularity as



Indonesian consumers express a growing interest in supporting domestic products, indicating a resurgence of cultural pride and national identity.

However, a nuanced discrepancy surfaces between consumer perceptions and fashion journalists observations regarding the evolution of Indonesian consumer behaviour. While consumers emphasize a cultural-driven shift towards favouring local brands, fashion journalists highlight a prevailing trend towards individualism, where consumer preferences are guided more by personal needs and values rather than external influences or trends. This disparity underscores the complex nature of consumer behaviour and the diverse perspectives that shape market dynamics, suggesting the need for marketers to navigate and reconcile these differing viewpoints to effectively engage with Indonesian consumers.

In addition, the research underscores the enduring influence of socio-economic factors on consumer behaviour, with income levels and job professions continuing to play a pivotal role in shaping purchasing patterns during and post-pandemic. The prominence of hyper-connection and enhanced product experiences also emerges as significant drivers, reflecting the increasing digitalization of consumer interactions and a heightened focus on product functionality and quality. By integrating insights from both customers and fashion journalists perspectives, for industry players looking to adjust and react to Indonesian customers' shifting requirements and preferences in a market that is changing quickly, this report provides insightful information.

Responding to Rq2, in order to determine the present state of the social media platforms in use, the significant players that define them, and whether any new important trends can be seen beyond the ones that have already been described, Additionally, the author compared the overall findings from both perspectives as well as those from Indonesian fashion journalists in order to assess the data. The study's conclusions highlight how strongly Indonesian social media platforms impact how customers perceive their products encapsulated in three distinct clusters: Hyper-connection, Omnichannel-enabler, and Individualism. The primary emphasis lies on the hyper-connected nature of social media, particularly through collaborations with celebrities and influencers, which plays a pivotal role in shaping consumer perceptions and driving purchasing behaviour. This underscores the profound impact of digital influencers and celebrity endorsements in shaping consumer preferences and influencing purchase decisions, demonstrating the effectiveness of social media in Indonesia as a marketing tool.

Moreover, the research reveals that social media platforms serve as omnichannel enablers, seamlessly integrating into consumers' purchasing journeys through features like Instagram Live Shopping. This evolution of social media into a shopping platform underscores its increasing significance as a channel for commerce, facilitating convenient and interactive shopping experiences for Indonesian consumers. Additionally, the findings highlight the dual role of social media in fostering individualistic responses among consumers while also exacerbating societal pressures related to status-driven behaviours. This nuanced understanding underscores the complex interplay between individual agency and societal influences in the digital realm, emphasizing need for marketers to navigate these dynamics sensitively to effectively engage with Indonesian consumers on social media.

The research outcomes delve into the strategies recommended for effectively utilizing Indonesian social media platforms to attract the local market, encapsulated within two clusters: Community-enablers and Omnichannel-enabler. The primary emphasis lies on the efficacy of collaborating with key opinion leaders (KOLs) who hold significant sway over Indonesian consumers, particularly those who are currently viral or rising in popularity. This strategy, which leverages the influence of influencers on platforms like TikTok and Instagram, emerges as a potent tool for brands seeking to engage with Indonesian consumers authentically and tap into their social networks for increased brand visibility and engagement.

This study underscores the importance of an omnichannel approach to social media marketing, emphasizing the need for brands to leverage various platforms popular among Indonesian consumers

such as Instagram, TikTok, Facebook, and Threads. By adopting a comprehensive social media strategy that ensures a seamless presence across diverse channels, brands can effectively reach and engage with a broader spectrum of audiences, amplifying their brand visibility and fostering deeper connections with Indonesian consumers. However, a comparison with insights from Indonesian fashion journalists reveals a slightly different perspective, with an emphasis on leveraging the popularity of renowned artists like Blackpink to boost brand recognition and engagement, while still aligning with the overarching strategy of community-enablers through influencer collaborations.

The research outcomes pertaining to Question 3.3 provide insights into how social media platforms have evolved over time in Indonesia, delineated within three clusters: Integration along marketing value chain, Community-enablers (influencer), and Communication format. The focus is on how social media can change the way that product and brand information is disseminated, reaching niche consumer segments, and influencing consumer behaviour towards more mindful consumption habits. This highlights the evolution of social media beyond mere communication tools to integral components of the marketing value chain, facilitating targeted outreach and fostering consumer engagement at various stages of the purchasing journey.

Moreover, the research underscores the changing landscape of social media preferences across different generations in Indonesia, with distinct platform usage patterns emerging among Gen Y, Gen Z, and younger generations. While Instagram and Facebook remain popular among older demographics for educational purposes, platforms like TikTok attract younger audiences for entertainment, influenced by relevant influencers. However, a comparison with insights from Indonesian fashion journalists reveals a slightly different perspective, emphasizing the transition of social media platforms from primarily personal sharing platforms to robust e-commerce hubs, facilitated by features like direct shop links and dedicated shopping sections. Despite this discrepancy, both perspectives underscore the dynamic nature of social media in Indonesia, reflecting its evolving role in shaping consumer behaviour and market dynamics over time.

The main findings that support Rq3 suggest the necessary adaptations deemed fitting for the Indonesian market, categorized within three interconnected clusters: Individualism, Enhanced products (experience/usage/product), and Culture driven. The primary emphasis lies on the importance of staying abreast of the latest trends and ensuring that products available in the Indonesian market align with current consumer preferences. This underscores the dynamic nature of consumer tastes and the need for brands to adapt their offerings to reflect evolving trends and consumer demands, highlighting the pivotal role of cultural relevance in product positioning and market success.

Moreover, the research highlights the significance of catering to individual preferences and styles within the Indonesian market, recognizing the diversity of consumer tastes and the need for personalized offerings. This emphasis on individualism underscores the importance of tailoring products to satisfy the unique requirements and inclinations of Indonesian customers in order to build stronger bonds and increase brand loyalty. Additionally, the research underscores the importance of adapting product designs to align with Indonesian consumers' preferences for simplicity, versatility, and functionality, underscoring the need for brands to prioritize user experience and usability in product development.

However, a comparison with insights from Indonesian fashion journalists reveals a slight discrepancy in the perception of the necessary adaptations for the Indonesian market. While both sources emphasize the importance of cultural relevance and staying updated with current trends, fashion journalists prioritize this aspect to a greater extent, highlighting the paramount importance of aligning products with prevailing consumer preferences. This nuanced difference underscores the multifaceted nature of consumer behaviour and market dynamics, emphasizing the need for brands to integrate insights from both Indonesian customers and fashion journalists perspectives to effectively navigate the complexities of the Indonesian market landscape.

## 5.1 Managerial Implications

The research findings offer valuable managerial implications for made-in-Italy fashion brands aiming to navigate the dynamic Indonesian market landscape. Firstly, the emphasis on the significance of cultural relevance and staying updated with current consumer preferences underscores the importance of adaptability and agility in brand strategies. Brands should continuously monitor shifts in consumer tastes, preferences, and socio-economic factors to tailor their products and marketing efforts effectively. This may involve collaborating with local influencers and celebrities to enhance brand visibility and resonance with Indonesian consumers who prioritize social status and exclusivity.

Secondly, the study emphasizes the significance it can be to use social media platforms. as powerful tools for engaging with Indonesian consumers authentically. Brands should adopt an omnichannel approach to social media marketing, ensuring a seamless presence across various platforms popular among Indonesian audiences, such as Instagram, TikTok, and Facebook. By collaborating with key opinion leaders and influencers who hold sway over Indonesian consumers, brands can amplify their reach and engagement, fostering deeper connections and driving purchasing behavior in alignment with evolving consumer trends.

Moreover, the research underscores the need for brands to prioritize user experience and usability in product development, aligning with Indonesian consumers' preferences for simplicity, versatility, and functionality. By adapting product designs to satisfy the particular needs and desires of Indonesian customers, brands can enhance brand loyalty and differentiate themselves in a competitive market landscape. Additionally, brands should recognize the importance of individualism and personalization in consumer decision-making, tailoring their offerings to cater to diverse consumer tastes and styles effectively.

The author also highlights several challenges and opportunities for made-in-Italy fashion brands operating in the Indonesian market. Here are the challenges: (1) Cultural Relevance, while Indonesian consumers may express a growing interest in supporting local brands, there may still be a preference for international brands, particularly those associated with prestige and exclusivity, (2) Competitive Landscape, the Indonesian fashion industry is fiercely competitive, with national and foreign firms fighting for the interest of consumers, and (3) Consumer Preferences, Indonesian consumer preferences are dynamic and influenced by various factors, including socio-economic status, cultural norms, and generational differences. Made-in-Italy fashion brands must continuously adapt their products and marketing strategies to align with evolving consumer tastes and preferences.

Key opportunities include: (1) Growing Interest in Local Brands, reflecting a cultural shift towards supporting domestic products, presenting an opportunity for made-in-Italy brands to emphasize their heritage and unique design; (2) Digital Engagement, with Indonesian consumers increasingly active on social media, allowing brands to connect meaningfully through influencers and omnichannel strategies; and (3) Personalization and User Experience, where brands can stand out by offering tailored products and focusing on user-friendly designs, aligning with Indonesian preferences to foster brand loyalty.

Overall, the research provides valuable insights for made-in-Italy fashion brands seeking to capitalize on opportunities in the Indonesian market. By understanding and responding to the evolving consumer landscape, brands can position themselves for success and establish meaningful connections with Indonesian consumers, driving long-term growth and profitability in this dynamic and rapidly changing market.

## 5.2 Limitations and Future Research

The research admits its limitations due to the scarcity of secondary data for the literature review, which will be addressed through exploratory and descriptive research methods. There's also a notable disparity in stakeholder representation, with 15 customers of made-in-Italy brands compared to only 5 fashion journalists, attributed to challenges in recruiting journalists. Caution is advised in generalizing findings beyond the fashion industry, and future research across other industries could provide further insights. The author recognizes the importance of expanding research efforts to encompass a broader range of industries, which could enhance the robustness and applicability of the findings beyond the realm of fashion.

## 6. CONCLUSION

In conclusion, the findings underscore a significant transformation in the behaviour and preferences of Indonesian consumers.. Numerous internal and external reasons, such as the demand for price and ease, are influencing this trend, as well as advancements in technology and alterations in business strategies. These changes reflect the dynamic nature of Indonesia's consumer landscape, indicating a continuous evolution in response to shifting economic, technological, and cultural dynamics.

Furthermore, the research illuminates the diverse and evolving nature of Indonesian consumer preferences, as evidenced by the studies highlighting the significance of factors such as security, user-friendliness, and self-efficacy in online shopping, along with the increasing propensity of Generation-Z to engage in online retail, especially in sectors like food, beverages, and clothing. These insights underscore the multifaceted nature of consumer behaviour in Indonesia, shaped by a combination of cultural norms, technological advancements, and generational shifts, thereby necessitating a nuanced approach from marketers to effectively engage with this dynamic market segment.

Moreover, the study's utilization of an Iterative Research Approach has not only addressed pertinent research questions but has also contributed significantly to the existing body of marketing literature by offering comprehensive insights into Indonesian consumer behaviour and market dynamics. By integrating data from both customers and fashion journalists, the research provides a holistic understanding of the factors driving consumer preferences in Indonesia's fashion market, offering valuable implications for industry stakeholders aiming to, during and after the pandemic, adjust and respond to the changing demands and aspirations of Indonesian consumers.

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## APPENDIX

### 1. Interview format in Indonesian language (Bahasa) then translated into English

#### **Background Information**

*Name and surname, Gender (Female / Male), Job, and Made in Italy Brand the participants familiar with / bough the products.*

#### **6 Questions were made to answer the Research Questions.**

- 1) How would you describe the preferences and characteristics of the new Indonesian customer?
- 2) How have you noticed the evolution of customer behavior during and after the pandemic?
- 3) How do social media platforms influence and shape Indonesian customer perceptions? (3.1)
- 4) What strategies do you recommend for effectively utilizing social media platforms to attract Indonesian market? (3.2)
- 5) From your point of view, how have social media platforms changed over time in Indonesia? (3.3)
- 6) When purchasing a product or service, what kind of adaptations do you believe are necessary and fit for the Indonesian market? (4)

### 2. The answers of the Interview (as shown on the Table)

The answers for the background information have been shown on Table 3 & 4 of the section 3 2 Study Population. Below here are the answers for the 6 questions.

**Table 18.** The answers (responses) from 5 Indonesian customers during Interview

Indonesian Customer of Made in Italy Brands							
Question (Q1-Q6)	Q1: How would you describe the preferences and characteristics of the new Indonesian customer from your perspective?	Q2: How have you noticed the evolution of customer behaviour during and after the pandemic?	Q3.1: How do social media platforms influence and shape Indonesian customer perceptions?	Q3.2: What strategies do you recommend for effectively utilizing social media platforms to attract Indonesian market?	Q3.3: From your point of view, how have Indonesian social media platforms changed over time?	Q4: When purchasing a product or service, what kind of adaptations do you believe are necessary and fit for the Indonesian market?	
No	Name	ANSWER	ANSWER	ANSWER	ANSWER	ANSWER	
1	AR	Products that offer prestige, value for money, increase lifestyle and self-confidence when socializing	The frequency of purchases decreased during the pandemic, after the pandemic because the economy was not yet stable, lifestyle changes, so we are more interested in buying second hand products	Very influential on consumer perception. Using social media for business. Posting content about products attracts consumer attention.	Consumers in Indonesia can be said to only be followers, following trends on social media. Brands must be active on social media by posting frequently	The increasing use of social media in Indonesia, from previously Instagram, is now also on TikTok	Indonesian consumers my age (millennials) prefer products with authentic logos such as Gucci, but the younger generation can be offered products with unique logos which add animal designs (tiger, snake, etc.)
2	SK	Prioritize brands, especially from socialite circles. Apart from the brand, the size or capacity of the product bag also meets consumer needs. Want a simple and unobtrusive design (more elegant)	During the pandemic, many consumers sold their products from luxury brands, those from social circles made it an investment, and there were no purchases. After the pandemic, purchases began to increase and people preferred to buy second hand	Promotions on social media do not have much influence on purchases and do not follow brand accounts on social media except for luxury watch brands. Social media is only for viewing new product information from brands.	Promotion on all social media used by consumers in Indonesia to expand reach, such as Instagram, TikTok, Facebook, Threads	I don't really understand the details of how the use of social media in Indonesia has changed because I rarely use it, but what I know is that it is developing very quickly.	Don't really understand their preferences, I think what we want is just the brand.
3	TN	Products that are trendy and durable, especially when buying designer bags, each product category is different, for example, shoes don't need to be durable because we will change sizes and we are more easily damaged when worn on the feet.	It depends on the SEC and job profession, for SEC A and professions such as Artists there are still purchases during the pandemic because the economy has no impact and because of social demands, while the SEC below has reduced purchases. After the pandemic, there will be more product purchases.	Social media greatly influences consumer perceptions, and is due to the influence of collaboration with big celebrities (influencers) on social media.	Collaboration with KOLs or artists who are currently viral or rising in Indonesia. Promotions on TikTok and Instagram are most often used by Indonesian consumers	Of the many social media used, Instagram is still the most frequently used social media because of its features and it is more secure, compared to TikTok, which has more scams.	Trendy design and bright colors (colorful)
4	AA	Products that are trendy due to the influence of influencers or artists who use them. Also prefer the brand and model, finally the function of the product.	During the pandemic, nothing really changed. After the pandemic, consumers prefer products based on function due to lifestyle changes that require them to carry hand sanitizer, etc. I prefer products from local brands because the models and materials are no less good.	Very influential because seeing influencers promoting brands/products becomes fomo. Social media for business, such as the existence of personal shoppers (Jastip), consumers become more consumptive, such as buying Italian brand products whose models are not available in Indonesia or are limited, so we can buy them abroad from Jastip	Collaborating with famous artists, such as Blackpink, all of whose members are made Brand Ambassadors for different brands. No need to pay for promotion or endorsement.	Change is very fast, because the population is large and the interests of each individual are different, and social media users in Indonesia do not limit the opening or duration of use of social media. Even 1 person can have more than 1 account (main, second and fake account)	Adapting to the climate or weather in Indonesia, for example in terms of materials, prefer durable and waterproof, simple and trendy models, but the exception is fur models because they are not suitable for the weather.
5	SZ	Divided into 2 categories, there are those who prioritize product function, for example those who prefer durable and high quality, or there are also those who prefer to buy products based on brand alone to show consumer SEC.	Before and during the pandemic, Indonesian consumers preferred products from luxury brands with striking logos. After the pandemic, we prioritize product function and not too flashy or simple designs. Local brands are also starting to be popular.	With the use of social media, Indonesian consumers have become more aware and conscious of products/brands. The negative impact is that consumers are chasing status, and there are sales of fake products on social media	Share the feelings and value of the product/brand, not to sell on social media. Convince consumers of the luxurious value offered. The campaign must be relatable to all consumers, the culture matches the target consumers in Indonesia.	Provides a lot of information related to products/brands so that many people are exposed. It can tap into more niche consumer preferences, and consumers become more mindful.	Looking at what consumers in Indonesia need, for example here we buy more large bags, increase the number of products in that size (focus on quantity). Adapting to the climate or weather in Indonesia in terms of materials and models.

**Table 19.** The answers (responses) from the other 10 Indonesian customers during Interview

Indonesian Customer of Made in Italy Brands							
Question (Q1-Q6)	Q1: How would you describe the preferences and characteristics of the new Indonesian customer from your perspective?	Q2: How have you noticed the evolution of customer behaviour during and after the pandemic?	Q3.1: How do social media platforms influence and shape Indonesian customer perceptions?	Q3.2: What strategies do you recommend for effectively utilizing social media platforms to attract Indonesian market?	Q3.3: From your point of view, how have Indonesian social media platforms changed over time?	Q4: When purchasing a product or service, what kind of adaptations do you believe are necessary and fit for the Indonesian market?	
No	Name	ANSWER	ANSWER	ANSWER	ANSWER	ANSWER	
6	QF	Middle and upper SEC, prefer quality, design and color, and minimalist materials. Middle to lower SEC prefers a striking logo or design	During the pandemic, only buy what is necessary, not consumptive. After the pandemic, consumers are more consumptive because social media has increased its function for business (sales) such as TikTok Shop and IG Live Shopping	Honest reviews from consumers on social media shape consumer perceptions. Promotional KOLs make consumers create a purchase wish list. But too much promotion means the product/brand is not exclusive	Collaborate with leathermen or expert influencers in the fashion sector, to provide ratings and reviews of the quality of their products on social media.	TikTok is more often used by various ages. Instagram is preferred because the content is not too random. I used to like seeing social media users flexing, now I don't.	Adapting to Indonesian culture, such as Loewe creating special campaigns and products for consumers in China. Create a campaign using Indonesian so that consumers are more aware.
7	RTU	Prioritizing function, quality, competitive prices and durability. Simple design.	During the pandemic, I didn't buy many things, especially fashion. After the pandemic, we are more careful about buying goods, because there are still people struggling with the economy, so purchases are reduced. There is a preference to buy local brands.	Follow brand social media accounts like Prada to see their latest collections, especially summer collections, so that they attract consumers' attention to buy.	Expand interesting short video format campaigns and collaborate with famous artists such as KPOP idols, for example with JungKook BTS.	Social media is increasingly controlling people's lives because we often use social media. Many millennials and Gen Z are starting to shop via social media. Millennials prefer Instagram.	Adapting to the tastes of Indonesian consumers, which are simple, timeless, multi-functional, can be worn formally or daily. Gucci could try a design like Longchamp which is simple and light, because many consumers like large capacities.
8	LM	Products with good quality, and brand motifs such as Gucci's current simple designs	During the pandemic, there was no purchase of fashion products. After the pandemic, purchases have increased.	The positive impact is more visible, making consumers more interested in buying the product.	Increase promotions on the social media platforms most frequently used by Indonesian consumers, such as Instagram and TikTok	Social media is growing, most often used by Generation Z	Adapting colors and designs that Indonesian consumers like, simple designs and not too flashy
9	SF	Prioritizing brand and trendy, not too concerned with materials. For example, there is a choice of Gucci and D&G, Gucci is more famous, even though the material is better, D&G will still prefer to buy Gucci.	During the pandemic there were still purchases, especially via e-commerce. Apart from that, most luxury products are purchased second hand. After the pandemic, if you buy for yourself or a gift under 20 million, buy at an Indonesian store. If above that, prefer buying directly in Italy.	Social media is now a place to shop, for example from IG Live Shopping. Have 2 accounts, namely 1 personal account that is rarely used and rarely posts, and 1 account specifically for shopping for products on social media.	Collaborate with local Indonesian high end fashion brand entrepreneurs, then promote on social media	Changes in use function, social media has shifted from being a place to meet to a place to shop. Instagram is suitable for promoting high end brands, TikTok is suitable for promoting sales of home needs	Indonesian consumers prefer to buy products that are trending or viral. So there must be a product in the Indonesian store. Usually because there aren't any in Indonesia, Jastip often goes shopping for products
10	AS	Prioritizing quality and timeless and exclusive design, to depict social status. Price is considered as well	During the pandemic, there was a reduction in product purchases, especially fashion. After the pandemic, consumers are prioritizing products that are multifunctional and can be used both formally and daily.	Social media influences consumer perceptions so that we are more interested in buying from lifestyle and trend information on social media. However, there are Instagram campaigns that are not suitable for Indonesian culture.	Understanding what Indonesian consumers want. Create a campaign that is accepted by the public by knowing different cultures. Collaboration with KOLs. Create interactions with followers using social media features, for example on Instagram there are Polls, Q&A boxes, etc	Change in function, from sharing personal life, to becoming a platform for shopping. For example, there is a Link feature to go directly to shopping on the shop or brand website. There is also a Shop feature on Instagram.	Adapt to the climate or weather in Indonesia. Collaboration with Indonesian artists or designers, for example LV who collaborated with Yajoi Kusama (Japanese designer). The product adapts to activities frequently carried out by Indonesian consumers.
11	SK	Prioritize brand, price and quality. The more expensive it is, the better it looks when worn.	Indonesian consumers are quite loyal and still prioritize brands. After the pandemic, more priority is given to brands, namely multifunctionality.	Influencing based on collaboration with KOLs. With big influencers, such as LV and Kim Kardashian, the product trend really increased and it sold out. Micro influencers do not influence.	Create interesting content for Indonesian consumers	Changes in usage function, from just interacting with friends, now also mostly for business (promotion).	In my opinion, what we want is just a brand.
12	PDD	Preferences differ depending on income level or career stage. The initial level tends to choose and buy American brands (for example MK, Katespad), after moving up the career ladder or salary, they buy European brands (LV, Balenciaga), if Italian brands Valentino, Prada, etc.	Changes in the way we shop. Before the pandemic, I chose personal shopper (jastip). During the pandemic, middle and upper class consumers still purchased fashion products. After the pandemic, there has been a reduction in purchases considering the budget. Respondents bought Prada at the store	Instagram is more often used to find product information. Collaborate with impactful influencers, it doesn't need to be big. Can force purchases (consumptive)	Collaboration with segmented KOLs. Facilitates access from getting engagement on social media to purchasing directly at the store.	Most people now prefer short video portrait content on social media like TikTok, while Instagram is more about visual photos. Latest product updates, share private event invitations with consumers on social media	Most prefer durable ones and designs that look striking. The simple design is mostly popular with Gen Z. It can be worn formally or daily and is light. Basic colors are more popular.
13	AS	Prioritizing quality, durable, for investments where product prices can rise, Indonesian consumers are loyal to 1 brand	During the pandemic, reduce the frequency of purchases. After the pandemic, return to buying products like before the pandemic.	Very influential, making the product more eye-catching on social media increases purchases	Explaining your own product, creating a narrative about product creation, for example, then posting it on social media. Instagram is used more often	Social media is increasingly interactive, not just for promotion, now you can make sales. There is a Link feature for entering website or store links.	Offline stores are more popular because of the experience, especially purchasing luxury products. adaptation of product functions that are mostly sought after in Indonesia.
14	MH	Prioritize function, materials and price	After the pandemic, more people are paying more attention to brands and the function and ease of accessing these items.	In certain age and income segments, it is very helpful to provide lots of references from advertising. However, it can have a negative impact on certain age groups who only use fashion brands as a place to show off	More promotions on social media according to the target and class of target buyer segments	Every social media platform seems to create segmentation according to age and target (for example, TikTok is a means of advertising, selling products, more popular among teenagers and those aged 50 and over), certain brands must be careful in choosing advertisements on social media so that they are more targeted and not dropping the branding that has been formed.	Ease of access to purchases, prices are not much different. The same quality design all over the world
15	TD	Prioritizing product function, taste, price, quality, design, materials and prestige	Changes in reasons for purchasing products, especially fashion brand products made in Italy. Before the pandemic and after the pandemic, during the pandemic the enthusiasm of buyers who liked high-end brands such as Italian brands did indeed decrease because the economy was paralyzed at that time, but after the pandemic was over it seemed to have started to increase again because economic growth was getting better or returning to normal.	Positive Impact: very influential, because with social media, online sellers and jastips are created which can make it easier for consumers to buy their favorite items by looking at product photo posts without having to go to the shop and can get cheaper prices, while Negative Impact: Many Resellers too who use social media to sell fake goods and as a means of fraud	Promotion on many social media platforms such as Instagram, TikTok, creating interesting content on YouTube, selecting qualified Brand Ambassadors	Changed from having minimal features to having more features and being more interesting to use	Choose a Brand Ambassador who does not have any negative issues being highlighted, let alone those related to racism or certain religious elements. The leather products used should not come from animals that are haram, for example Pig Skin, because the majority of Indonesia's population is Muslim. Increase the number of designs with durable motifs or have the character and characteristics of the brand and still pay attention to the quality and comfort of product users



**Table 20.** The answers (responses) from 5 Indonesian fashion journalist during Interview

		Indonesian Fashion Journalist					
Question (Q1-Q5)		Q1: How would you describe the preferences and characteristics of the new Indonesian customer from your perspective?	Q2: How have you noticed the evolution of customer behaviour during and after the pandemic?	Q3.1: How do social media platforms influence and shape Indonesian customer perceptions?	Q3.2: What strategies do you recommend for effectively utilizing social media platforms to attract Indonesian market?	Q3.3: From your point of view, how have Indonesian social media platforms change over time?	Q4: When purchasing a product or service, what kind of adaptations do you believe are necessary and fit for the Indonesian market?
No	Inden	ANSWER	ANSWER	ANSWER	ANSWER	ANSWER	ANSWER
1	JE	Upper middle class consumers attach importance to brands, especially prefer brands from abroad. There are also those who focus on product models to make them look stylish. The lower middle class tend to be followers, following what local artists or KOLs wear on social media (digital life)	During the pandemic, consumers have become more aware of what products are important and not important to buy. However, based on information from foreign brands in Indonesia, there is still an increase in purchases, especially from middle and upper class consumers or those who are fashion savvy, where they allocate their holiday budget during the pandemic as a budget for shopping for luxury fashion products that can be used as investments. After the pandemic, the changes are not that significant. Only changes in consumer knowledge of brands that were not previously known, due to frequent use of social media.	The presence of influencers or KOLs on social media shapes consumer perceptions, especially in increasing the desire to buy products to follow product trends used by influencers. Even just local influencers (selebgrams) in Indonesia can influence Indonesian consumers themselves. Apart from that, there are also Korean and Hollywood artists whose collaboration with brands is also very influential.	Instagram is still a suitable social media platform for promoting fashion brands because it is considered more prestigious than other social media such as TikTok. Based on press releases from brands and fashion news, because the purchasing power of Asian consumers is higher than other consumers, it appears that more artists from Asia such as KPOP idols, artists and actors from Korea and China are being used as brand ambassadors or simply to endorse certain products, compared to Hollywood artists. For example, Dior's collaboration with Jisoo BlackPink also influenced Indonesian consumers to buy products that Jisoo used until they were sold out. Another strategy, inviting Indonesian consumers to events held in Indonesia as friends of the house, makes them prouder as consumers.	The use of social media is changing, especially with the increasing number of platforms, Indonesians tend to follow trends as followers. Previously only used Facebook, now I have accounts on other social media such as Instagram, X (Twitter), and what is currently trending is TikTok. Indonesian people like content that is moving, for example videos like TikTok content. Even Instagram also imitates TikTok's content features, such as now there is a Reels feature on Instagram. They shifted from liking just looking at photos to liking videos.	Indonesian consumers follow trends, so other factors don't have much influence. For example, a product trend used by celebrities or artists becomes interesting and buys the product. Apart from that, Indonesian consumers like products that are provided using exclusive or attractive packaging so that there is added value. For service in the stores so that consumers want to buy, sales experts must be friendlier and adapt to the personality of Indonesian people who are friendly towards others.
2	RR	Indonesian consumers prioritize brands, especially well-known ones, for SEC A, price is not a problem. In general, Indonesian consumers are divided into two, there are those who buy for themselves so they are more interested in products that have sentimental value, there are also those who buy so that their social status is visible to others, such as buying products that have a prominent brand logo.	Before the pandemic, most middle and upper Indonesian consumers were more interested in buying luxury brand products directly in their country of origin, for example in Italy. During the pandemic, Jastip became one way to shop, or there were also personal sales of Italian luxury brands from Indonesian stores who came to VIP consumers' homes to offer products, so there were still transactions or product purchases. After the pandemic, purchases in Indonesian stores actually decreased, because consumers started shopping abroad again.	The impact on the perception of Indonesian consumers depends on who they follow, KOLs or Jovialhugina celebrities, for example Indonesian celebrities, some follow, some don't. Perceptions can be different depending on the collaboration with KOLs whose characters are also definitely different. So you have to study the character and advantages of the KOLs you want to collaborate with.	Every week invite VIP customers to a private brand event, then the brand will post the event on social media. Every time there is a new product, it can also increase awareness. Usually at private events, invite media and KOLs on the same day as inviting customers. Media and KOLs during the day, then followed by consumers.	Only certain people in Indonesia are concerned about time consuming on social media, because it is considered a distraction that affects their daily activities. There are unaffected. Open social media such as WhatsApp, X (Twitter), Instagram, TikTok. There is always viral content at all times.	Indonesian tastes are difficult to predict because of the large population. There are 2 categories, there are consumers who buy only 1 brand, there are more. Currently, perhaps the benchmark is because the majority of consumers are Muslim (Muslim), or even many non-Muslims support an independent Palestine. So brands that are seen supporting Israel will be boycotted or reduce their purchases in Indonesia. Create a local campaign to easily reach Indonesian consumers.
3	SM	Indonesian consumers tend to be followers, following trends created by KOLs (artists or celebs), not creating their own trends. Price conscious too.	During the pandemic, purchases of fashion products actually increased based on information from high end brand sales experts. After the pandemic, most Indonesian consumers prefer to look for products that are multi-functional, for example models that can be worn daily or formally, and clothes that are more relaxed and more comfortable.	The impact is more positive. An example of a successful collaboration that can be seen on social media is Celine and Lisa BlackPink. Since they collaborated with Lisa as Brand Ambassador, sales have increased and the products they use always sell out. So it's also good because it is always exposed on social media and influences the perception of Indonesian consumers who like Lisa BlackPink, who is known as a successful KPOP idol.	Create content on social media by mixing (balancing) content regarding historical brand narratives and values, and also content in collaboration with KOLs or famous artists.	The change is in the preferences for choosing which social media to use, which differs based on each generation. Instagram and Facebook are preferred by Gen Y (Millennials) in Indonesia because they think the content is more educating and valuable. Meanwhile, TikTok is preferred by Gen Z and the gen after, because it is more entertaining. Examples of successful interesting strategies and different content than others, for example on TikTok, LOEWE created Fall Collection 2023 content in collaboration with Mathilda (Philippine TikTok Star), successfully attracting attention and still being in line with brand values	Adapting to the climate in Indonesia, especially for the materials used, for example Indonesia has a tropical climate so the materials must be suitable for that climate. Apart from that, adjusting to the size of Indonesian consumers, here the size range is smaller compared to consumers in other countries such as European countries, for example shoe products.
4	AP	Indonesian consumer preferences are divided into 3, some prefer product quality, some prefer the experience offered by the brand that has never been obtained before from other brands when buying products. Third, there are those who prefer to see by comparing prices.	Before the pandemic, Indonesian consumers preferred to shop offline, especially those from the upper middle class and professions such as managers. During the pandemic, consumers shopped directly by consulting via WhatsApp with sales experts. After the pandemic, many people like gatherings or are invited directly to private brand events, then buy products there.	Indonesian consumers' perceptions are differentiated by generation. Gen Y (millennials) and Gen Z are more influenced by their perceptions of social media use. Meanwhile, the previous generation was more influenced by their personal experience buying the product and recognizing the brand. Collaboration with Indonesian artists, for example the artist BCL appearing on TV shows, makes Indonesian consumers interested in buying products used on TV shows.	Effective promotion on social media, with narrative content that adapts to Indonesian consumer preferences, targets the right target audience, and maintains exclusivity and momentum. The approach must be different for each target market. This can increase product sales.	Social media in Indonesia has changed its function, previously from just sharing photos, now it shows identity such as social status and work, now it can also be used for work, for example as a content creator, pursuing popularity and even surpassing the fame of artists and singers.	Offering products that can create an individual style for each consumer. The models can be different or varied with the same good quality.
5	RA	Indonesian consumers prioritize prestige and historical brands, product value for investment, quality, and brand loyalty.	During the pandemic, because Indonesian consumers cannot go on holiday, the budget is allocated to shopping for luxury fashion products, mostly through personal shoppers. After the pandemic, people prefer to buy preloved or second hand like Gucci, because they can get a luxury brand at a cheaper price.	Indonesian consumers are mostly influenced by foreign (international) fashion trends and fomo. For example, nowadays there is a lot of quite luxury or old money fashion content, because of the hype on social media, brands that want to follow trends are like Loro Piana. The large number of KPOP idol fans in Indonesia also attracts their interest in buying products from brands that collaborate with their KPOP idol.	Collaboration with Korean celebrities or KPOP idols, because their fans in Indonesia are royal and very interested in the products their idols use. This can also increase brand awareness. In general, you can also collaborate with KOLs in Indonesia to attract more Indonesian consumers. Then you can also engage via social media inviting consumers to brand trunk shows, and marketing information must be able to reach consumers in every region of Indonesia.	Social media has changed its function from previously only being for interaction, now becoming a source of information or news. Apart from that, it can also be a place to shop.	Brands must know that the market in Indonesia is competitive. Indonesian consumers are especially critical about product quality and price. Taxes here are high so Indonesian consumers prefer to shop abroad because product prices are cheaper, this results in reduced sales in Indonesian stores. Try to engage and educate Indonesian consumers, especially the younger generation, and offer age-appropriate products such as wallets and handbags. Service at Indonesian stores must be friendlier.

# **Unveiling Main Trends Affecting the Fast-evolving Indonesian Customers: Customer-based Perspective on Opportunities and Challenges for Made-in-Italy Brands in the Fashion Industry**

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## **Keywords**

Indonesian Consumers; Preferences of Indonesian Market; Made in Italy Fashion Brands; Social Media; Influencer; Omnichannel; Market Dynamics, Iterative Research Approach

## **Abstract**

The research delves into the evolving dynamics of Indonesian consumer behavior, driven by affordability, convenience, and disruptive technologies. It examines the changing comparative advantage of Indonesian export goods and identifies key trends among modern consumers, such as brand prioritization and income-driven preferences. Insights from Indonesian consumers and fashion journalists underscore the interplay of cultural norms, technology, and socio-economic factors, offering managerial implications for made-in-Italy fashion brands to engage effectively with Indonesian consumers, particularly through cultural relevance and social media. Despite challenges, opportunities exist in leveraging the growing interest in local brands and digital engagement, providing valuable insights for navigating Indonesia's evolving market landscape.

## **Introduction**

It sets the stage by highlighting the dominance of international brands in the Indonesian market and the country's openness to foreign goods. Despite its unique characteristics and diversity, Indonesia has proven to be receptive to luxury fashion products, with a sizable and growing population of high-net-worth individuals contributing to the demand for such goods. The middle class in Indonesia has expanded rapidly, further fueling the growth of the luxury fashion market, which is projected to continue its upward trajectory. With the potential for significant revenue generation and forecasted growth, Indonesia emerges as an attractive market for luxury fashion companies seeking to capitalize on consumer demand and purchasing power.

Moreover, the introduction underscores the pervasive influence of social media in Indonesia, with a vast majority of the population engaged with various social media platforms. Social media has transformed communication channels, particularly for luxury brands, altering the way messages are created, shared, and interpreted. The shift in influence from marketers to customer relationships and messaging highlights how crucial social media is for luxury fashion brands as a strategic tool to

interact with customers and shape their opinions of your brand. In order to build and sustain a significant presence in the Indonesian market, brands have both possibilities and challenges in this digital ecosystem.

Additionally, it highlights Indonesian consumers' interest in foreign products, particularly high-end fashion brands, as a means of enhancing self-esteem and signaling social status. The allure of international brands, including those made in Italy, resonates with Indonesian consumers, especially the younger generation, who view luxury fashion as a symbol of success and wealth. Despite the growing popularity of international brands in Indonesia, there remains a research gap concerning the specific factors influencing Indonesian consumers' perceptions of Made in Italy brands within the fashion industry. In order to fill this gap, this study looks at new trends and the role of digital channels in shaping Indonesian consumers' attitudes toward Made in Italy brands, building upon previous research findings and insights from Indonesian customers and fashion journalists.

### **The Characterization of the New Indonesian Customers**

The characterization of the new Indonesian customers delves into a nuanced exploration of consumer behavior within the context of Indonesia's rich cultural tapestry and evolving socio-economic landscape. At its core, Indonesian consumer behavior is deeply influenced by cultural values such as collectivism, which prioritizes group interests over individual preferences. This collectivist mindset manifests in consumer decisions that often serve the needs of the family or social group, reflecting a deeply ingrained sense of communal identity and interdependence. Moreover, a profound respect for authority permeates Indonesian society, shaping consumer perceptions of established brands and products endorsed by authoritative figures. This reverence for authority underscores the importance of trust and credibility in consumer decision-making processes, driving brand loyalty and preference for recognized market leaders.

Materialism emerges as another significant factor shaping Indonesian consumer behavior, particularly among younger demographics influenced by global trends and aspirations. The pursuit of luxury goods and status symbols reflects a desire for social validation and upward mobility, contributing to conspicuous consumption patterns and brand-conscious behavior. However, materialistic values also intersect with cultural norms and spiritual beliefs, creating a complex interplay of motivations and aspirations that inform consumer preferences and purchasing decisions. This blending of materialism with cultural heritage and spiritual values adds layers of meaning and significance to the consumer experience, highlighting multifaceted nature of Indonesian consumer behavior.



Covid-19 pandemic has served as a transformative catalyst, reshaping consumer behavior and accelerating digital adoption across Indonesia. The rapid rise of digital transactions reflects changing consumer preferences for convenience, safety, and accessibility, driving a fundamental shift in retail dynamics. Furthermore, the pandemic has heightened awareness of sustainability and ethical consumption practices, prompting consumers to prioritize locally-made and environmentally-friendly products. This shift towards conscious consumption underscores evolving attitudes towards responsible stewardship of resources and environmental sustainability, presenting opportunities for businesses to align with consumer values and differentiate themselves in the market.

In response to these evolving consumer dynamics, businesses operating in Indonesia must adopt a holistic approach that integrates cultural sensitivity, digital innovation, and sustainability into their business strategies. By understanding and embracing cultural nuances, businesses can build trust and credibility with Indonesian consumers, fostering deeper connections and loyalty. Additionally, leveraging digital channels enables businesses to enhance customer engagement and provide personalized shopping experiences, catering to the preferences of tech-savvy consumers. Moreover, prioritizing sustainability initiatives demonstrates corporate responsibility and resonates with environmentally-conscious consumers, positioning businesses as agents of positive change in the community.

Overall, the characterization of the new Indonesian customers underscores the complexity and diversity of consumer behavior in Indonesia, shaped by cultural, societal, and economic factors. By recognizing and embracing these nuances, businesses can navigate the dynamic Indonesian market landscape and cultivate meaningful relationships with consumers. Through a combination of cultural sensitivity, digital innovation, and sustainability initiatives, businesses can position themselves for long-term success and growth in one of Southeast Asia's most vibrant and dynamic markets.

### **The Role of Indonesian-specific Social Media Platforms**

The role of Indonesian-specific social media platforms encompasses a wide array of functions deeply intertwined with the country's unique socio-cultural landscape. Social media, as defined by Kaplan and Hanlein (2010), has developed into a complex platform where users can create and distribute user-generated content, promoting relationships between different stakeholders and organizations. Social media is a major influence on consumer behavior in Indonesia, especially in the e-commerce industry, where it influences brand equity, customer relationships, and repurchase intention (Maskuroh et al., 2022; Massie, 2016). Research has indicated that interactions on social media increase customer loyalty and engagement, driving the development and improvement of products (Hidayanti et al., 2018; Giri, 2023). Moreover, factors such as trust, competitive pricing, transaction

safety, and high-quality information significantly impact consumers' propensity to make purchases through social commerce (Giri, 2023).

The widespread adoption of smartphones and high internet penetration rates in Indonesia have contributed to the country's large user base on social media platforms. Considering 167 million social media users and over 212.9 million internet users, Indonesia has one of the biggest online populations globally (Rahmat et al., 2023). The younger generations, particularly Generation Y and Z, are driving the growth of online shopping, spending a significant portion of their daily lives on social media platforms (Nanda et al., 2023). Studies have shown that these generations are enthusiastic consumers of online purchases, with preferences for eco-friendly and healthy lifestyle products (Simangunsong, 2018; Maharani et al., 2021). They rely heavily on social media networks such as TikTok and Instagram for product information, influencing their purchasing decisions (Akbar et al., 2023; Absharina et al., 2021).

Instagram becomes the leading player in Indonesian social media, with its wide range of features and functionalities attracting both users and businesses. The platform's influence on consumer trust, perceived utility, and purchase intentions highlights its significance in connecting brands with consumers (Astuti, 2018; Wirani et al., 2020). Similarly, TikTok's popularity among Indonesian millennials offers new opportunities for retailers to engage with consumers through creative video content and the recently introduced TikTok Shop feature (Kurniawan, 2018). Influencer marketing has become a key strategy for businesses to leverage social media platforms, with Key Opinion Leaders (KOLs) playing a crucial role in spreading brand messages and fostering customer loyalty (Hasan & Noor Liana, 2022; Gupta et al., 2015).

Social media platforms' effects on consumer behavior extends beyond traditional marketing strategies, influencing purchasing habits and brand perceptions. However, concerns regarding consumptive behavior and the digital divide highlight the need for a nuanced understanding of how social media platforms shape user engagement and behavior (Fauziah, 2018; Sokowati, 2019). As social media continues to evolve, researchers and marketers must stay attuned to emerging trends and changing consumer preferences to effectively connect brands with Indonesian consumers. By examining the complex interplay between social media platforms, consumer behavior, and market dynamics, businesses can develop strategies that resonate with Indonesian audiences and drive sustainable growth in the digital age.

In addition to Instagram and TikTok, other social media platforms like Twitter, Facebook, and YouTube, also play significant roles in the Indonesian social media landscape. Many Indonesians

utilize multiple platforms, reflecting the diverse preferences and behaviors of the country's digital population (Singh et al., 2022). The digital divide remains a challenge, raising questions about the extent to which social media use has increased public involvement in the nation (Sokowati, 2019). However, the enormous user base and significant impact of platforms like Instagram underscore the potential of social media marketing helps foster brand-consumer relationships and accelerate business expansion in Indonesia (Totoatmojo, 2015; Wirani et al., 2020).

Moreover, the emergence of micro-celebrities or social media influencers (SMIs) has added a new dimension to influencer marketing, enabling businesses to reach niche audiences and foster authentic connections with consumers (Marwick, 2015). SMIs leverage their personal brand and social media following to create engaging content and promote products, influencing consumer behavior and purchase intentions (Lim et al., 2017). The credibility, competence, and beauty of SMIs play crucial roles in shaping consumer perceptions and attitudes toward brands, highlighting the importance of careful selection and management of influencer partnerships (Gupta et al., 2015; Wang & Scheinbaum, 2017).

As social media platforms continue to evolve and shape consumer behavior in Indonesia, businesses must adapt their marketing strategies to leverage the power of these platforms effectively. By understanding the unique preferences and behaviors of Indonesian consumers, brands can create targeted and engaging content that resonates with their audience, promoting consumer involvement, brand recognition, and eventually company success. Furthermore, firms and marketers attempting to navigate Indonesia's quickly evolving digital landscape may find significant insights from continuing research on the effects of social media on consumer behavior and market dynamics.

### **Product Adaptation to the Indonesian Market**

Product adaptation to the Indonesian market is a multifaceted endeavor shaped by a myriad of factors, ranging from cultural considerations to technological advancements and consumer behavior trends. The dynamic character of strategy building in global product development is highlighted by this field of research, which also highlights the significance of product innovation, adaptability, and marketing performance for small and medium-sized businesses (SMEs) operating in Indonesia (Wiwoho et al., 2020). Understanding Indonesian culture is deemed crucial in this context, as cultural nuances significantly influence consumer preferences and purchasing decisions (Setyaningrum et al., 2022). Successful examples of cultural innovation strategies employed by companies like Jack Daniel's, Starbucks, and Ben & Jerry's highlight the effectiveness of integrating local culture into product development and marketing strategies (Setyaningrum et al., 2022).

Moreover, the emphasis on high-quality products and brands is paramount for enhancing customer satisfaction and driving business success in the Indonesian market (Budiono et al., 2021). Studies underscore the importance of extensive planning for product adaptation, taking into account variables such as branding, cultural considerations, online marketplaces, and product quality (Budiono et al., 2021). Notably, consumer perceptions of product quality play a significant role in purchasing decisions, with consumers prioritizing products that offer greater quality compared to similar alternatives (Hanaysha & Hilman, 2015). Thus, businesses must focus on delivering high-quality products to maintain competitiveness and meet consumer expectations.

Furthermore, the adoption of product-oriented Product-Service Systems (PSS) emerges as a strategy for advancing sustainability in Indonesia (Dewi & Hermanto, 2023). PSS offers an integrated solution that combines goods and services to meet consumer demands while minimizing environmental impact (Paramita, 2023). This approach aligns with the growing emphasis on sustainability and environmental responsibility in product development and marketing strategies worldwide. The potential for mass customization and personalization presents opportunities for innovative products from SMEs to cater to diverse consumer preferences in the Indonesian market (Risdiyono, 2016).

As businesses navigate the complexities of product adaptation in Indonesia, it is imperative to adopt customer-centric strategies that prioritize consumer preferences and needs (Du, 2006). Effective order processing, customer involvement, and careful evaluation of influencing factors are essential for successful product customization and offering development (Reinhart, 2009). Furthermore, the effect that consumer ethnocentrism has on product choices highlights how crucial it is for product development and marketing tactics to take local cultural norms and values into account (Yunitasari, 2022). By understanding and addressing these factors, businesses can enhance their competitiveness and appeal to Indonesian consumers in an increasingly dynamic and digitally-driven market landscape.

## **Research Methodology**

This study's research methodology combines quantitative and qualitative techniques in order to provide a thorough insight of Indonesian consumers' preferences regarding Made in Italy fashion brands. Qualitative research, facilitated through in-depth interviews, allows for the exploration of social events in their natural context, capturing phenomena as they occur. Interviews serve as a fundamental strategy for gathering qualitative data, enabling researchers to glean insights into individuals' perspectives, beliefs, and sentiments. Conversely, quantitative methods, such as online surveys distributed via Google Form, enable the assessment of specific behaviors and beliefs among a larger sample size, offering statistical insights into consumer trends.

The research design and data collection process are structured to address the research questions concerning evolving consumer preferences, the impact of the pandemic, and the role of digital channels in relation to Made in Italy brands. Interviews and online surveys are conducted with Indonesian customers and Indonesian fashion journalists, aiming to capture diverse perspectives within the Indonesian market. The study's findings are compared with previous research and existing literature to contextualize the evolving trends and consumer behaviors observed.

The questions posed to participants are tailored to elicit insights relevant to the research objectives, drawing from previous studies and literature to inform the inquiry. Questions cover topics such as Indonesian consumer preferences, the evolution of behavior during and after the pandemic, the influence of social media platforms, and recommended strategies for engaging the Indonesian market. By aligning questions with the study's objectives and participant profiles, the research aims to gather comprehensive data on Indonesian consumer behavior and preferences.

The study population comprises Indonesian stakeholders, including customers of Made in Italy brands and fashion journalists familiar with these brands. The selection of participants is guided by criteria aimed at capturing diverse perspectives within the Indonesian market. With 15 Indonesian customers and 5 fashion journalists participating, the study achieves an optimal sample size to provide meaningful insights into consumer behavior and preferences. Participants are recruited through social media platforms and email, ensuring a broad representation of Indonesian stakeholders.

The analysis of data involves an iterative research approach, characterized by repetitive stages aimed at optimizing the final results. Data from interviews and surveys are meticulously reviewed, categorized, and analyzed to identify primary trends and patterns. Through rounds of analysis, consensus is sought among participants regarding the most significant trends identified. This iterative process allows for the refinement and validation of findings, ensuring the robustness of the research outcomes. Microsoft Excel is utilized for data management, cleaning, calculation, and visualization, facilitating the analysis and interpretation of research findings. Overall, the research methodology, design, data collection, and analysis processes are meticulously structured to provide comprehensive insights into Indonesian consumer behavior and preferences regarding Made in Italy fashion brands.

## **Results**

The research seeks to uncover the main trends identified by both Indonesian customers and fashion journalists, providing insights into potential similarities or differences between the two groups. Fashion journalists are considered valuable sources due to their industry knowledge, interactions with industry insiders, and attendance at fashion events, which afford them unique insights into customer

demographics and preferences. Integrating their perspectives alongside those of customers allows for a comprehensive understanding of Indonesian consumer behavior.

Upon examining the results, several distinct trends emerge. For Question 1, while both customers and fashion journalists highlight the importance of brand prioritization among Indonesian consumers, fashion journalists specifically note that upper-middle-class consumers tend to prefer international brands like those from Italy, indicating a preference driven by social-economic class. This nuanced insight adds depth to the comprehension of customer behavior, illuminating the socioeconomic determinants of brand preferences.

Similarly, for Question 2, while customers emphasize the growing popularity of local brands and a cultural shift in preferences, fashion journalists highlight a trend towards individualism, where consumer preferences are driven more by personal needs and values rather than external influences. This discrepancy underscores differing perspectives on consumer behavior between customers and industry insiders, emphasizing the need for marketers to navigate these complexities sensitively.

Moving to Question 3.1, both customers and fashion journalists recognize the noteworthy influence of social media on shaping customer attitudes and propelling purchase conduct in Indonesia. However, fashion journalists add a layer of insight by highlighting the dual role of social media in fostering individualistic responses while sometimes exacerbating societal pressures, indicating a more nuanced understanding of the platform's influence.

For Question 3.2, while customers emphasize collaboration with key opinion leaders (KOLs) as a recommended strategy for utilizing Indonesia-specific social media platforms, fashion journalists spotlight leveraging the popularity of renowned artists like Blackpink to boost brand recognition and engagement. Despite the differing tactics, both strategies fall under the cluster of community-enabler (influencer), reflecting the importance of influencer marketing in engaging Indonesian consumers.

In Question 3.3, both groups acknowledge the evolution of Indonesia-specific social media platforms, with a shift towards platforms serving as e-commerce hubs. This evolution underscores the changing role of social media in facilitating consumer behavior, from information dissemination to direct sales, highlighting the platform's versatility in the Indonesian market.

Lastly, for Question 4, both customers and fashion journalists prioritize staying updated with trends and aligning products with consumer preferences, with fashion journalists emphasizing this

adaptation to a greater extent. This indicates a heightened awareness among industry insiders of the importance of cultural relevance and consumer preferences in product positioning.

In summary, by comparing trends identified by both Indonesian customers and fashion journalists, The study provides insightful information about the complex nature of consumer behavior in Indonesia. The integration of perspectives from both groups provides a comprehensive understanding of the Indonesian market landscape, offering actionable insights for marketers seeking to effectively engage with Indonesian consumers.

## **Discussion**

This research explores how Indonesian consumers' behavior is changing, especially when it comes to e-commerce purchases, driven by a combination of internal and external factors. These include affordability, convenience, disruptive technologies, and adjustments in business strategies, all reflecting the dynamic nature of Indonesia's consumer landscape. Moreover, there's a noticeable evolution in the comparative advantage of Indonesian export goods, leaning towards products necessitating larger capital investments, highlighting the adaptability of the market.

Numerous studies have examined how Indonesian consumer preferences are evolving, with a focus on online transactions and privacy concerns. Emphasizing aspects such as security, user-friendliness, and self-efficacy in online shopping, alongside the growing inclination of Generation-Z towards online shopping for various products, these insights underscore the interplay of cultural norms, technological advancements, and generational shifts in shaping consumer choices.

Utilizing an Iterative Research Approach, the study significantly advances knowledge of Indonesian market dynamics and customer behavior. Through an in-depth analysis and integration of data, the research identifies key trends characterizing the modern Indonesian consumer, including brand prioritization, income-driven preferences, hyper-connection, social ego-driven tendencies, and individualism. For marketers looking to change their approach in order to better connect with Indonesian consumers, these patterns offer insightful information.

Insights from both consumers and fashion journalists shed light on the complexities of Indonesian consumer behavior. While consumers exhibit a preference for brands associated with social status and exclusivity, fashion journalists emphasize a distinct inclination towards international brands, particularly those from Italy, among the upper middle-class demographic. These nuanced distinctions underscore the multifaceted nature of consumer behavior and socio-economic influences, offering valuable guidance for marketers navigating the Indonesian market landscape. This research

underscores the impact of hyper-connection and individualistic preferences on Indonesian consumer behavior, shaped by digital connectivity and evolving cultural values. The propensity to follow trends influenced by KOLs and the desire for authentic and unique designs reflect a dynamic consumer landscape, presenting both challenges and opportunities for brands operating in Indonesia.

Managerial implications derived from the research highlight strategies for made-in-Italy fashion brands to effectively engage with Indonesian consumers. These include emphasizing cultural relevance, leveraging social media platforms for authentic engagement, and prioritizing user experience in product development. Despite challenges such as maintaining cultural relevance and addressing dynamic consumer preferences, opportunities exist in capitalizing on the growing interest in local brands and digital engagement.

Overall, the research offers valuable insights into the evolving consumer landscape in Indonesia, providing a nuanced understanding of consumer preferences, socio-economic influences, and technological advancements. By adapting strategies to align with these dynamics, made-in-Italy fashion brands can effectively engage with Indonesian consumers and capitalize on opportunities for growth in this dynamic market.

## **Conclusion**

The findings provide a comprehensive understanding of the evolving consumer landscape in Indonesia. Both internal and external factors, such as affordability, convenience, disruptive technologies, and modifications to business strategies, have influenced this transition. Additionally, changes in comparative advantage of Indonesian export goods, favouring products requiring larger capital investments, reflect the dynamic nature of Indonesia's consumer market. The study highlights the significance of security, user-friendliness, and self-efficacy in online shopping for Indonesian consumers, along with the growing propensity of Gen Z to shop online, indicating new prospects for retail establishments. These insights underscore the need for marketers to adapt their strategies to satisfy the changing demands and shopping habits of Indonesian customers in fashion industry.

The research explores the influence of hyper-connection, individualism, and socio-economic factors on Indonesian consumer behaviour, revealing a complex interaction between cultural norms, technology, and generational differences. It highlights a shift towards brand preference, especially among socialite circles, and a growing interest in supporting domestic products. Discrepancies between consumer perceptions and fashion journalists' observations underscore the need for marketers to effectively reconcile these differences to engage with Indonesian consumers in a rapidly changing market landscape.