

Gen Z Women's Clothing Shopping Behavior in Palembang City

Martha Wulandari & Sulaiman Helmi

Bina Darma University, Indonesia

Email: sulaimanhelmi@binadarma.ac.id

Abstract

The development of digital technology has changed consumer shopping behavior, especially among Gen Z women. This study aims to analyze the clothing shopping patterns of Gen Z women in Palembang City, focusing on factors that influence purchasing decisions, shopping platform preferences, and the role of social media in shaping fashion trends. The research method used is a case study with a qualitative approach through in-depth interviews with 15 participants, consisting of students, young workers, and fashion business actors. The results of the study show that the majority of Gen Z women in Palembang City prefer to shop for clothes online through e-commerce platforms such as Shopee and TikTok Shop, driven by factors of ease of access, affordable prices, and various promos and discounts. In addition, social media plays a major role in shaping their fashion preferences, with influencers and brands ambassadors are a major factor in making purchasing decisions. Although online shopping dominates, some Gen Z women still consider offline shopping to ensure the quality of materials and get direct experience. Another significant finding is the high level of impulsive shopping behavior, especially during flash sales and attractive promotions. However, on the other hand, awareness of product quality and brand reputation is also starting to increase. Thus, fashion business players need to adapt to digital-based marketing strategies, strengthen branding, and improve the shopping experience in order to meet the preferences of Gen Z women in Palembang City more effectively.

Keywords: Shopping behavior, Gen Z, social media, fashion, online shopping, Palembang City.

1. Introduction

Generation Z (Gen Z) women in Palembang City show distinctive clothing shopping patterns, influenced by technological advances and the dominance of social media. As individuals born between 1997 and 2012, they grew up in a digital era that influences their preferences and consumption behavior. Studies show that Gen Z women make online shopping transactions more often than men. On average, they shop 26 times a year with an average value per transaction of IDR 124,491 (Kredivo & Katadata, 2020). E-commerce platforms such as Shopee are the main choice for Gen Z women, with 79% of them using this platform for shopping (Infob, 2023). Social media also plays an important role in shaping their fashion preferences. Attractive visual content, promotions, and social influence from platforms such as Instagram and TikTok influence their purchasing decisions (Jurnal Unnur, 2023). These factors encourage them to be more impulsive in buying clothes compared to previous generations.

In addition, the fast trend fashion is accelerating the change in shopping styles of Gen Z women. Quick and affordable access to fashionable clothing is the main attraction that has led to a surge in fashion consumption in this group (Sejurnal, 2023). However, awareness of sustainability in the fashion industry is starting to grow. Many Gen Z women are starting to consider environmental aspects when choosing fashion products, such as choosing environmentally

friendly materials and supporting brands that implement sustainable practices (Dewey Petra, 2023).

The urgency of this research lies in the importance of understanding the factors that influence the shopping behavior of Gen Z women in Palembang. Without a deep understanding, fashion industry players risk missing opportunities to reach this market segment effectively. Therefore, effective marketing strategies must consider the digitalization and social engagement of Gen Z women in order to remain relevant in the competitive fashion industry (Journal UII, 2023).

In addition, the fashion industry must be more adaptive in facing changes in consumer preferences. With the existence of various digital platforms and social media, business actors can utilize digital-based marketing strategies to attract the attention of Gen Z women. This approach not only increases consumer engagement but also builds long-term loyalty, which ultimately provides a competitive advantage for fashion businesses . This study also provides insights for academics and stakeholders in the retail industry regarding the shift in consumption patterns of young women in the digital era. By understanding the characteristics and factors that influence their purchasing decisions, fashion businesses can design more effective and sustainable marketing strategies, so that they remain relevant amidst increasingly fierce industry competition.

2. Literature Review

Online shopping behavior of Generation Z (Gen Z) women has been the focus of numerous studies in recent years. These studies examine the various factors that influence their purchasing decisions, including the role of social media, e- commerce platforms , shopping lifestyles, and brand influence Ambassador.

One of the studies by Pratama and Setiawan (2023) highlighted the dominance of e- commerce platforms. Shopee among Gen Z female consumers in Indonesia. The study found that 79% of Gen Z female respondents use Shopee as their primary platform for online shopping . This finding indicates a strong preference for the platform, which can be attributed to its user-friendly interface, attractive promotions, and ease of access via mobile devices .

In addition, research by Sari and Putri (2023) examined the influence of brand ambassadors on Gen Z women's beauty product purchasing decisions. The results showed that 24.7% of respondents chose international celebrities as inspiration in purchasing skincare products . This indicates that the choice of brand The right ambassador can significantly influence Gen Z consumers' purchasing interest in a particular product.

The role of social media in shaping Gen Z's online shopping behavior was also studied by Wijaya and Santoso (2024). This study found that platforms such as TikTok have a major influence in encouraging impulsive shopping behavior among Gen Z in Bandung City. Interesting short video content and direct promotions through features live shopping becomes a major driving factor in unplanned purchasing decisions.

Furthermore, research by Dewi and Kurniawan (2023) highlights the tendency of Gen Z women's consumer behavior in online shopping . This study reveals that easy access and a variety of product choices make them make purchases more often, which sometimes do not match their primary needs. This emphasizes the importance of education about financial literacy and wise consumption management for this generation.

In addition, a study by Nugroho and Lestari (2023) identified that shopping lifestyle and involvement in the fashion world have a significant influence on impulsive buying behavior among Gen Z. Discounts and special promotions are often the main triggers that encourage them to make purchases without careful planning. This finding is in line with research by Pratama and Setiawan (2023), which also emphasizes the role of discounts in encouraging impulsive shopping behavior.

Another study by Rahmawati and Hidayat (2023) examined the influence of self-concept on Gen Z's interpersonal communication patterns in the context of online shopping. The results showed that Gen Z tends to seek social validation and recognition through purchasing certain products, which are then displayed through social media platforms. This shows a link between self-identity and consumption behavior among Gen Z.

Overall, the above studies provide a comprehensive picture of the factors that influence the online shopping behavior of Gen Z women in Indonesia. An in-depth understanding of platform preferences, social media influence, brand roles ambassadors, and other factors that influence purchasing decisions can help fashion and e-commerce industry players design more effective and targeted marketing strategies.

3. Research Method

This study uses a case study approach, which aims to explore in depth the shopping behavior of Gen Z women in Palembang City. Case studies were chosen because they allow for in-depth exploration of the factors that influence their purchasing decisions and shopping preferences. This research is qualitative, with data collection techniques through in-depth interviews, observation, and documentation. In addition, additional quantitative data will be obtained through surveys to strengthen the findings of qualitative data. This research was conducted in Palembang City, with research subjects consisting of: (1) Gen Z women actively shop for clothes through online and offline platforms; (2) Fashion business players who focus on Gen Z consumers; (3) Influencer or key opinion leaders who have influence on fashion trends among Gen Z.

Data collection methods used in this study include: (1) In-depth Interviews : Conducted with research subjects to understand their experiences, motivations, and factors that influence their purchasing decisions; (2) Observation : Observing shopping behavior in physical stores and online shopping activities through e-commerce platforms and social media; (3) Survey : Using a structured questionnaire to obtain quantitative data on Gen Z women's shopping patterns; (4) Documentation : Collecting secondary data from industry reports, academic studies, and related articles. The data obtained will be analyzed using thematic analysis techniques for qualitative data and descriptive statistical analysis for quantitative data. The results of the analysis will be categorized based on the main themes that emerge, such as shopping platform preferences, factors that influence purchasing decisions, and the impact of social media on consumption behavior.

The following is a table of question indicators used in interviews and surveys:

Table 1. Research Question Indicators

Variables	Indicator	Question
Shopping Preferences	Main platforms used	What are the main platforms you use to shop for clothes?
	Shopping frequency	How often do you buy clothes in a month?
Factors Influencing Purchases	The influence of social media	How much influence does social media have on your purchasing decisions?
	The role of influencers or brands ambassador	an influencer recommended them ?
Purchase Motivation	Fashion trends	Do you tend to follow fashion trends when buying clothes?
	Prices and discounts	How much influence do discounts have on your purchasing decisions?
Impact of Online Shopping	Ease of access	Do you feel more comfortable shopping online than offline ?
	Impulsivity	How often do you buy clothes without any prior planning?

4. Findings and Discussions

A total of 15 participants consisting of students, young workers, and fashion business actors were involved in this interview. This interview aims to explore their perspectives on the shopping behavior of Gen Z women in Palembang City, including factors that influence purchasing decisions, shopping platform preferences, and the role of social media in fashion trends .

Here are some excerpts from the interviews conducted:

- **" I shop for clothes online more often , especially at Shopee and TikTok Shop. Besides being more practical, there are many promos and discounts that make the price more affordable."** (N, 21 years old)

- *Fashion trends on social media really influence me. If there is a clothing trend that is going viral on TikTok or Instagram , I tend to want to buy it and try it." (M, 22 years old)*
- *"I prefer shopping in physical stores because I can see the quality of the material directly and try it on before buying. But for everyday casual wear, I still buy online because it's cheaper." (F, 24 years old)*
- *" Influencers fashion plays a big role in my purchasing decisions. If they recommend a brand or style of clothing, I tend to trust them more and am more interested in buying." (R, 23 years old)*
- *"I often buy clothes impulsively, especially when there is a flash sale or big promo. Sometimes after buying, I realize that I don't really need it." (S, 20 years old)*

From the results of this interview, several key findings that can be identified are: (1) **Online shopping is the main choice** for Gen Z women in Palembang City because of the convenience, more affordable prices, and many attractive promotions; (2) **Social media has a huge influence on fashion trends** , with TikTok and Instagram being the main platforms shaping Gen Z's style preferences; (3) **Most Gen Z women still consider offline shopping** , especially to ensure the quality of the material and get a first-hand experience before purchasing; (4) **Influencers and brands ambassadors have a significant impact** in building trust and increasing consumer purchasing interest in a particular brand or product; (5) **Impulsive shopping behavior is quite common** , especially due to the influence of promotions and flash sales, which often encourage consumers to buy clothes without careful planning.

The shopping behavior of Gen Z women in Palembang City shows a unique pattern and is greatly influenced by the development of digital technology. Interview results revealed that the majority of Gen Z women prefer online shopping to offline shopping . The main factors driving this decision are ease of access, more affordable prices, and the many promos and discounts offered by e- commerce platforms such as Shopee and TikTok Shop. This is in line with previous research which states that the younger generation is more likely to shop through digital platforms due to convenience and flexibility (Putri & Wibowo, 2021). In addition, social media plays a major role in shaping the fashion preferences of Gen Z women. Trends that emerge on platforms such as TikTok and Instagram are often the main reason someone is interested in buying certain clothes. The existence of influencers and brands ambassadors also further strengthen this trend, where they become a source of inspiration for consumers in choosing products that are considered trendy. A study by Susanti and Hidayat (2022) found that more than 70% of Gen Z in Indonesia are influenced by influencer recommendations in their clothing purchasing decisions.

Although online shopping dominates, some Gen Z women still consider shopping in physical stores, especially to ensure the quality of the material and get a first-hand experience before buying. This factor is important because many consumers have experienced a mismatch between expectations and reality when buying clothes online . Research from Ananda et al. (2023) showed that around 60% of online customers have experienced disappointment due to differences in the quality of the product received compared to the photos displayed on the e-commerce platform . In addition to social media factors and product quality, impulsive shopping behavior is also an interesting finding in this study. Many Gen Z women admit that they often make purchases without careful planning, especially when they see attractive promos

or flash sales. This phenomenon is in line with the concept of " **hedonic shopping** ", where consumers buy not only because of need, but also because of the emotional satisfaction obtained from the shopping process itself (Rahmawati & Sari, 2020).

However, despite the high trend of impulsive shopping, awareness of the importance of brands and product certification is also starting to increase. Several informants stated that they prefer brands that have a good reputation and guaranteed quality. This factor is an opportunity for brands local fashion to strengthen their marketing strategy by highlighting aspects of quality, sustainability, and unique designs that suit the tastes of Gen Z women. Overall, Gen Z women's clothing shopping behavior in Palembang City is heavily influenced by digital trends, social media, and online -based marketing strategies . With the increasing role of technology in shaping shopping habits, fashion business players need to be more adaptive in adjusting their marketing strategies, either through collaboration with influencers , improving the quality of online services , or strengthening the shopping experience in physical stores.

5. Conclusion

The shopping behavior of Gen Z women in Palembang City is greatly influenced by the development of digital technology and social media. The majority of them prefer online shopping because of the ease of access, more affordable prices, and the many promos and discounts offered by e- commerce platforms such as Shopee and TikTok Shop. Fashion trends that develop on social media, especially through influencers and brands ambassadors , also play an important role in shaping preferences and purchasing decisions. Although online shopping dominates, some Gen Z women still consider offline shopping to ensure the quality of materials and get a first-hand experience before buying. The mismatch between expectations and reality in online shopping is one of the reasons why physical stores remain relevant. In addition, impulsive shopping behavior is quite common, especially when there are attractive promotions such as flash sales, which often encourage purchases without careful planning. However, although the trend of impulsive shopping is high, awareness of the importance of product quality and brand reputation is also starting to increase. Gen Z women are increasingly selective in choosing clothes, considering aspects such as comfort, design, and product sustainability. Therefore, for fashion business players , understanding these consumer shopping patterns and preferences is key to designing an effective marketing strategy. With the increasing role of technology in shaping shopping habits, brands fashion needs to adapt to digital-based marketing strategies. Collaboration with influencers , improving the quality of online services , and providing an attractive shopping experience in physical stores are important steps in winning the hearts of Gen Z female consumers in Palembang City.

References

- Ananda, R., Putri, M. A., & Suryani, T. (2023). *Consumer satisfaction in online shopping: A study on product expectation vs reality mismatch*. Journal of Consumer Research, 12(2), 45-60.
- Budiman, H., & Setiawan, R. (2022). *Trends in online shopping behavior among Generation Z: The impact of digital marketing and social commerce*. Journal of Business and Marketing, 17(3), 102-119.
- Dewey Petra. (2023). *Sustainable fashion trends Among Gen Z: Awareness and purchasing behavior* . Journal of Fashion Sustainability , 15(2), 88-102.

- Infeb . (2023). *E- commerce report in Indonesia: Trends and user preferences* . Jakarta: Infneb Research Center.
- Jurnal Unnur. (2023). *The influence of social media on fashion consumption among Gen Z women in Indonesia*. Indonesian Journal of Digital Marketing, 11(1), 55-70.
- Journal UII. (2023). *Digital marketing strategies for engaging Gen Z consumers in the fashion industry*. Journal of Business and Digital Economy, 14(3), 120-135.
- Kredivo & Katadata . (2020). *Online shopping trends in Indonesia: Analysis based on consumer generations* . Jakarta: Katadata Insight Center.
- Lestari, M., & Wijaya, F. (2022). *The impact of flash sales on impulsive buying behavior among Gen Z consumers*. Journal of Consumer Behavior, 15(3), 88-101.
- Putri, A. N., & Wibowo, T. (2021). *The influence of digital platforms on purchasing behavior among Generation Z in Indonesia*. International Journal of Marketing Studies, 14(1), 78-92.
- Rahmawati, D., & Sari, L. A. (2020). *Hedonic shopping behavior among young consumers: The role of promotions and social influence*. Indonesian Journal of Business and Economics, 8(3), 112-130.
- Saputra, R., & Handayani, T. (2023). *The role of TikTok and Instagram in shaping fashion trends among young consumers in Southeast Asia*. Asian Journal of Digital Marketing, 11(1), 33-50.
- Sejurnal. (2023). *Fast fashion consumption and its impact on Gen Z purchasing behavior*. Journal of Consumer Studies, 10(2), 75-89.
- Susanti, N., & Hidayat, R. (2022). *Social media influencers and their impact on purchasing decisions among Gen Z consumers in Indonesia*. Journal of Digital Marketing Research, 10(4), 55-70.
- Suryanto, A., & Prasetyo, B. (2023). *Consumer trust and brand loyalty in the era of online shopping: A study on Gen Z purchasing behavior*. Journal of Retail Management, 19(2), 77-95.
- Yusuf, H., & Pratama, B. (2021). *E-commerce and fashion trends: How social media drives purchasing behavior of Gen Z consumers*. Asian Journal of Retail and Marketing, 9(2), 98-110.
- Indriyani, R., & Suri, A. (2020). *The influence of social media on purchasing decisions through consumer motivation on fast food products. fashion* . Journal of Marketing Management, 14(1), 25-34.
- KIC. (2021). *Online shopping behavior and purchase intention of generation “Z” in Indonesia*. Journal of Business and Banking , 11(2), 271-288.
- Populix . (2019). *This is the habit of Indonesian generation Z shopping for clothes on e-commerce* . Retrieved from <https://info.populix.co/articles/kehabit-generation-z-shopping-di-e-commerce/>
- Sari, DP, & Lestari, M. (2024). *The influence of social media and consumer behavior on fashion product purchasing decisions among generation Z in the Mojokerto area* . Journal of Digital Era Business Management, 1(3), 151-164.

Setiawan, A., & Pratama, Y. (2023). *Analysis of online shopping behavior of generation Z: Case study of using TikTok as an e-commerce platform*. Journal of Accounting Students, 12(2), 89-102.

Suryani, T., & Putri, MA (2022). *Generation Z, social media marketing, and impulsive buying behavior: A study on women's fashion products*. Journal of Management and Business, 21(1), 45-60.

Wulandari, F., & Nugroho, A. (2023). *The influence of social media and cross cultural marketing on impulsive buying behavior in generation Z in Indonesia*. Journal of Business and Entrepreneurship, 19(2), 77-95.

Yulianti, D., & Prasetyo, B. (2023). *The influence and changes in the lifestyle of women in the Zilenial generation*. Journal of Social Anthropology, 12(1), 45-60.

Zulkarnain, H., & Hidayat, R. (2023). *The influence of social media on consumer shopping habits of generations X, Y, and Z*. Jurnal Media Akademik, 5(2), 123-136.

Zulkifli, R., & Handayani, T. (2023). *The impact of social media on purchasing decisions of generation Z consumers*. Journal of Management and Business Research, 8(1), 15-30.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>)