

## The Impact of Generation X, Y, Z and Lifestyle in Selecting Preference Retail Mediated by Brand Image Variable

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### Abstract

*Today retail competition is inevitable. To gain market share and gain the most profit, the retailer must know the characteristics of the target market. The existence of several generations in the market, the attention of marketers. Marketers must analyze the generation of the profitable. Each generation has different characteristics, needs and desires. Satisfaction of the generation is a top priority of retailers. Retailers who are able to give trust and satisfaction to those generations will be the main choice. The purpose of this study is to look at the impact of generations X, Y, Z and lifestyle in determining retail choices with brand image variables.*

**Keywords:** *Generation X, Y, Z; Lifestyle; Brand Image; Retail.*

### 1. Introduction

In marketing activities, consumers are the focal point. The important thing for marketers is to have the latest knowledge of the various factors that influence consumer decisions in order to facilitate customers in the market [1] and categorize consumers into groups related to retail choices [2] as well as shopping orientation [3]. Consumers tend to display different shopping orientations, based on their individual personality and characteristics. They have a unique focus when entering a store. Some consumers consider good prices and trendy fashion, while others are attracted by brand names that provide high quality. Consumers adjust their shopping orientation to their wants and needs. Shopping orientation is a buyer style that places special emphasis on specific activities [3]. These different buyer styles have different market behaviors, including the need for different sources of information and different store preferences [3]. The shopping orientation is recognized as a complex social, cultural and economic phenomenon [4]. The orientation and behavior of consumer spending is influenced by a number of factors. Jackson, *et al.* in [5] argue that internal conditions such as demographics (e.g. sex and age), psychographics (lifestyle), personality, motivation, knowledge, attitudes, beliefs and feelings play an influential role in shaping consumer behavior. Blackwell, *et al.* in [6] also explained that psychological factors, which include motivation, perception, attitudes and individual beliefs, influence consumer purchase decisions. Personal factors, such as income levels, personality, age, occupation and lifestyle, have also been found to be important determinants of individual shopping orientation [7].

With regard to the influence of age in determining shopping orientation, Kinley, *et al.* in [8] note that people change the goods and services they purchase during their lifetime. For example, teenagers will be more interested in buying bright and hard colors compared to middle age or elderly individuals, who prefer a decent and refined design [6]. In addition, one young person will not be interested in buying a house, property, insurance policy or to invest in gold [9]. From all of that then age is a determinant of consumer purchases [7]. Age can be classified into several groups, this is called generation. The one generation has differences with other generations [10]. Understanding the difference of

one generation from another can lead to the creation of an effective marketing strategy [11].

This paper discusses 3 generations of concern to marketers in order to offer products and services as well as the achievement of the established objectives of giving satisfaction to the market, gain the expected profit and control the market share to become the strongest. The lifestyle of one generation with another generation is of course different, as well as the product that becomes an option in an effort to satisfy the needs and life style, have standards, and characteristics so that the characteristics of each individual in the generation. The selection of products according to the tastes and desires of each generation will have an effect on the selection of premises or stores or retail that offer the product. Therefore, this paper analyzes the differences in generations X, Y, Z relate to lifestyle, brand image and preferred retail selection in product purchasing.

## 2. Rudimentary

### 2.1. Generation X

According to research, the generation X who was born in 1966 - 1976 (for the most part) consists of ambitious people with a high level of education. With education, they begin to form families with more caution and pragmatism from their parents. They also have high worries over broken home families, divorce, damaged households, children growing up without parents around and financial planning. Generation X members have attitudes and lifestyles based on factors such as age, race, and gender that are different and not all can be grouped together [12]. Generation X women love jobs that have short-term value, high ethical standards, attach importance to social equality, are responsible for improving the environment, and a balanced lifestyle [13]. Rindfleisch in [14] argues that Generation X tends to be more materialistic and driven by instant gratification.

In terms of marketing value, X generation spends more time in the mall with money and shopping [15]. They also have high per capita expenditures and provide more for charity and churches [16] so it can be said that the X generation has a bleak economic future [14,17,18]. Generation X is highly skeptical of advertising, they still receive advertising messages and find relevant information but they are critical about honest or incorrect advertising [19]. They also tend to underestimate if they do not find something useful [15]. Boush, *et al.* in [20] showed skepticism of advertising at the start of Grade 6 (age 12), Brucks, *et al.* in [21] showing evidence of skepticism over advertising in grade 4 (age 9). Ritchie in [22] explains that generation X is a media connoisseur, who can choose what interests them most. Roberts & Manolis in [15] found that Generation X generally tends to be more profitable and slower to assess advertising.

Generation X is a market share that has the potential as a big buyer and spends money on buying reliable products such as cars, furniture, homes, audio-visual equipment, fax machines, clothing, CDs and software [22,23] , But instead become the most difficult market share for marketers [24]. Ritchie in [22] argues that the X generation does not want to be bombarded with excessive advertising. Strauss and Howe in [25] marketers need to understand some things about X generation are:

- a. Want the impact or effect of such ads immediately,
- b. Focusing on this moment, because they are not sure about the future,
- c. The products offered must conform to the promise of realistic commitments,
- d. Tired of the advertisements offered by marketers from big companies who tell them what to do [26].

Generation X has a willingness to buy quality products above all else therefore X generation seeks out the real value and benefits of advertising [27], focuses on actual product value [22] and demands to fulfill the promises of advertising and obey it [28].

Generation X is interested in the usefulness of products that meet specific needs rather than just symbols and status [22]. Miller in [29] also says that generation X has a sense of concern about their economic future, almost paranoid with fear of being cheated, and determined to use their money carefully. Generation X is a group of consumers who are demanding and knowledgeable about the products they buy [27]. Therefore, marketers should be able to provide useful information about their products that will be offered on the market, especially in generation X [30]. Ducoffe in [31] explains how consumers perceive the value of advertising based on the importance of information and entertainment because advertising can be deceptive and annoying, explaining the understanding of why consumers develop profitable or unfavorable attitudes about advertising [31].

## **2.2. Generation Y**

Generation Y, born in 1977-1994 in [32] called Millennials, is a group of people who usually have certain characteristics and similar characteristics. The group is defined by certain limits, i.e. birth year or age. Generation Y consists of people born between 1977 and 2000 [33], 1980-1994 [34]. In this study the Y generation consisted of people born between 1977 and 1994. Certain characteristics and features can be found in various areas of interest, such as lifestyle, educational or occupational choices and also in shopping behavior. This specific thing led to the need to gather information about generations in general. Generation Y has huge purchasing power and therefore has become an important segment for marketers [35]. This generation is able to spend their money quickly [11,36,37]. Generation Y is the second largest generation group that grows influenced by brands [38] and materialistic [39]. Generation Y purchasing power has a tremendous impact on the economy and this generation is very active in the market [33]. Generation Y generally does not like to read and understand monotonous information. If required to read, electronic programs are preferred [41]. Preferable communication is communication that has visual stimuli such as video and action and action action images. Generation Y has a short attention; easily bored and multitask. Therefore information sources must be instant [41]. Generation Y is known as very sophisticated and smart in technology, immune to Traditional Marketing and sales because they not only grow, but also have seen it all and exposed it all since the early childhood. They regard modern technology as inevitable for their lives. This generation is an innovator or early adopters of innovation and more involved in online behavior, using social networks. These networks have a powerful impact on their lives as interactive online social media. The use of the internet is much wider, searching for health information, doing research work, using online banking and making reservations when visiting accommodation. Generation Y is a strong determinant of online buying behavior and contributes to the highest percentage of online purchases.

In retail environments, Y generations are paying great attention and love the changes to the products they offer such as grouping of merchandise with color or changing shop windows. Generation Y is a unique target market, but the Y genes are less loyal to the brand. Shopping is considered a recreational and entertainment activity. Browsing products in shopping centers is more important than the purchase itself [39]. Time spent in shopping centers is higher than other generations [40]. Generation Y also enjoys significantly more spending than other generations, visiting stores with a higher number of stores prior to final purchase. Time in the shopping center is spent with people like family and friends and the support of entertainment and restaurant facilities [40]. Generation Y has a very high brand awareness [33] but has a low level of loyalty [41] and it's hard to persuade this generation to be faithful. They are heavily influenced by brands that are trendy, visionary and up-to-date than uniqueness. Original and creative [42], and

has the highest level of motivation in consuming compared to Generation X and Baby boomers [11].

In product purchases, the Y generation is influenced by brand personality, fashion knowledge and seek for brand value or convenience, and the recognition of trends in the fashion market [33,43]. They do this not only because of their high quality, but also because of their social status [44,45]. According to Eastman and Liu in [46]. Generation Y likes sales and discounts. Building relationships with retailers is not a major objective [47]. The product selection is done more emotionally while the selected shopping spots are more at a rational level [11].

### **2.3. Generation Z**

Generation Z as a person born between 1995 and 2009 [48], is the youngest generation, where behavior and habits have not been adequately researched, also called Centennials generation, Digital generation, Generation I, Generation Internet or Text Generation. They welcome diversity, change, and accept that things must evolve. They are environmentally conscious and sensitive to social problems and differences. This generation recognizes traditional values, values family cohesion and is accountable. This generation is very pragmatic, highly individualistic, even selfish, worships hedonism, comfort, strong independence of thought and on the other is greatly influenced by the opinion of leaders who come from friends, Classmates, their friends, even from networks. With the basic characteristics that this generation was born in the era of computers, the internet, technology, e-mail and cell phones that changed the fundamental lifestyle. Generation Z is a global generation with diverse backgrounds, experiences and different ideas. They believe that they can influence the world, confident and optimistic

According to The Curve in [49] generation with the letter Z can mark the end of a generation. Generation Z is a sophisticated, intelligent, multi-talented, better-educated than any other generation [50], short attention span, more accuracy speed. Generation Z has self-perception that is with self-awareness formed by creating a personal profile on social networking sites. Members of this generation are sensitive to social impact. The social world is heavily influenced by products and brands that determine who is "in" and who "comes out" and who deserves to have friends or social status. Commercialization increases interest in material values and what is "cool" is the norm for popularity and is included in group. An important part of their free time is associated with online activities. In communication, face to face is replaced by online communication, this generation is also known as "silent generation." Members of this generation communicate through social networking sites, mobile contacts, spend less time with direct interpersonal communication.

Because this generation is interested in media that provides social and web networks, conducting online continuously, engaging in communication and sharing information, viewing technology as an important part of their future. The Internet is a common part of their lives and blogs are a natural communication environment. They believe the internet can be used for all types of actions. They less distinguish the virtual experience from the original because they perform various actions together, for example when working with their laptop watching TV, listening to iPod, chat, or SMS. They cannot focus on one activity for a long time. Their mentality is attached to their phone and their tendency to search for information on the internet using Google. This generation chooses the satisfaction of personal needs as a high priority, they will not work to hatch in one company, work according to career opportunities, will not even become workaholics, because enjoying life is their greatest important part [51]. They are more aware with ads that are part of marketing with knowledge-based content and more control over how marketing messages are delivered to them. Generation Z grows during the development of new technology and rapid technical progress, everything they need is provided by mobile

phones and tablets. They are always online, simultaneously performing various activities, for example they chat with some people, edit video footages, or photographs, listen to music and etc. They create their own stories, blogs, photos, videos, movies, or PC games and upload them to social networks. They express themselves in the picture. The important thing for them is to not only receive media content, but they make their own. Generation Z pursues technological innovation in communication with curiosity and fast getting. This affects the way they socialize and communicate significantly. Readiness and speed are other words that belong to this generation. The ability to know more about other cultures makes this generation more informed, but also more tolerant of different ethnicities.

#### **2.4. Lifestyle**

Lifestyle refers to a unique lifestyle, interpreting life in a social context and reflecting how individuals live, and behave as consumers [52,53]. According to Huddleston, *et al.* in [54] lifestyle is a way of life shaped by values and experience. It is a mixture of real things like activities, interests, and opinions, which describe the interaction with the environment. Assael in [55] defines lifestyles as a mode of life that is identified by how people spend their time (activities), what they consider important in their environment (interest) and what they think about themselves and the world around them (opinion). According to Oh and Fiorito in [56] lifestyles can be influenced by consumer personalities and references, while Du Plessis in [57] explains that lifestyles refer to an individual or family way of life, describing the behavior and buying patterns especially the way that people spend their time and money.

#### **2.5. Brand Image**

A product brand can give a good and bad impression on the consumer [58]. When the brand image is so strongly embedded in the mind of the consumer, the product can easily gain market share [59]. Brand image is often used as an extrinsic gesture to make purchasing decisions [60]. Akaah and Korgaonkar in [61] concluded that consumers are more likely to buy well-known branded products with positive brand image as a way to lower the risk of purchasing. This argument is also supported by Rao and Monroe in [62] who say that a brand with a more positive image does have an effect of lowering the risk of consumer product perceptions and increasing positive feedback from consumers. Park, *et al.* in [63] suggested that brand image is a phenomenon of perception influenced by corporate communication activities. Kotler in [64] states brands are names, terms, symbols, designs used to differentiate a person's products and services from competitors. Keller in [65] defines brand image as an association or consumer perception based on their memory of a product. As such, brand image does not exist in the actual technology, features or products themselves, but is something that promotions, advertisements, or users bring. Through brand image, consumers can recognize products, evaluate quality, lower buy risk, and gain experience and satisfaction from product differentiation. Brand image can be divided into functional image, symbolic image and experience image in which the image influences consumer attitudes. The three images are as follows:

- a. The functional image of product functionality can help consumers solve their consumer problems and prevent potential problems.
- b. Symbolic image of the brand can satisfy the inner desire of consumers such as increasing self-value, social status, self-confession, and others.
- c. The experiential image of a brand can satisfy consumers with diversity and stimulation so as to provide consumers' enjoyment and experience.

Consumers tend to buy products that have a good brand image [66]. This is supported by Laroche, *et al.* in [67] which explains that consumer confidence will be greater if choosing and using products that have a good brand image. Specifically, if product

performance exceeds expectations, customer satisfaction increases but when expectations exceed product performance, customer satisfaction decreases. Because product performance is an important component of the brand image, the company can infer the influence of potential brand image on customer satisfaction by identifying differences in perceptions of brands between existing and non-users of the brand [24]. Brand image has a significant impact on customer satisfaction [25]. In addition, the suitability between the brand image and self-image of the customer will improve customer satisfaction and customer preferences for the brand [68]. In the literature of brand image, brand image is considered an important and significant driving force of customer loyalty to the supermarket industry [69,70,71].

## 2.6. Preference Retail

Brand image embedded and stored in the minds of consumers as a result of rational and emotional evaluation will lead to brand perception, which ultimately affects the decision to buy or not to buy and how consumers value the brand depending on their perception differences [72]. Brand image reflects Ability to meet the needs and desires of consumers. The brand image also reveals the value and identity created for the customer [73]. Stores or retailers must create extrinsic, intrinsic and / or combined values for product brands where the value relies on objective features related to the experience or functional utility offered to the customer while value creation focuses on the symbolic attributes and experiences evaluated by the customer [74]. Brand image focuses not only on objective factors such as product or service quality and price, but also on subjective benefits such as psychological utilities that signify value, identity, social status, and customer differentiation by maintaining affective and mental brand perceptions [72]. Stores or retailers maintain an image by combining store image and product image with a view to maintaining and enhancing strong perceptions in the minds of consumers. Retail satisfaction or shopping satisfaction from the consumer's point of view encompasses consumer perceptions of store characteristics as well as subjective consumer evaluation of products obtained from stores [75]. The success of the store is based on the perception of quality, brand image, the range of quality products sold, the price of products, the physical facilities of the store, and the quality of service provided by salespeople [76] supported by the improvement and addition of some attributes such as atmosphere, shopping. All these attributes help maintain brand image, increase store value, build personality [77], and product names [78], gain competitiveness [75], encourage consumer loyalty [79], and bring customer satisfaction. The quality of the relationship has a strong connection with the quality of service and focuses on personal and social relationships. In clothing retailing stores, the quality of relationships between sellers and customers signifies long-term relationships with customers and thereby achieves customer satisfaction and trust building [80]. Trust, and customer satisfaction found dimensions of relationship quality in the literature (e.g. [81]).

In a study conducted by Granot, *et al.*, in [82], the three drivers of purchasing decisions on select retail are the emotional (brand), service (retail environment) and last shopping experience. Marketers must consider these three things to attract and satisfy customers, and in particular retail brands are an emotional satisfaction and loyalty to repeat purchases [82]. The buying intention is used as an indicator of predicting consumer behavior [83]. Swinyard in [84] and Kim & Mauborgne [85] argue that consumer spending values are the reason to visit retailers so marketers or retailers must set different actions to ensure that these values are met. Convenience, resources, product performance, service, entertainment, social interaction and atmosphere are different values as the main values consumers expect. Consumer's perceived risk becomes an important factor in understanding consumer buying behavior [86]. High levels of risk perception can cause customers not to buy. Consumers choose reputable stores to reduce the uncertainty and

risks associated with their shopping choices [87]. The perceived risk is referred to as an individual's subjective belief over the potentially negative consequences of its purchase decision or behavior that cannot be anticipated with certainty [88]. Six major dimensions of risk in consumer decision making are financial, social, psychological, physical and time risks or comfort risks. Perceived functional and financial risk will be lower if store quality is felt high [87,88]. For example, social risks arise when products are seen by others and show social identity or consumer self-image [88]. Quality perception is the consumer's assessment of the superiority of the product or service offered by the company will depend on the consumer's perception of the quality that can result in repetitive purchasing behavior from loyal consumers [77].

The choice of retail is influenced by several external factors such as store-bought brands, physical location and time [77] and some intrinsic factors such as the ability to satisfy needs, preferences and put consumers in position which is better [89]. Consumers consider various factors or attributes in evaluating quality stores related to perceived quality with capacity to satisfy consumer needs. Design elements such as colors, layouts and architectures can influence the store's cognitive evaluation of stores with respect to perceived merchandise and service quality, and prices [91]. In addition to element design, social factors that add value to the same image store and merchandise with higher quality and value when purchased from a store with an upscale atmosphere [91]. The perception of a store or retail as an entity includes basic factors such as trust, reputation, and identity such as a store or retail that is categorized as top level [92]. According to the previous literature, researchers found that the perception of relationship quality had a significant impact on the intention of buying behavior [80].

### 3. Data Analysis

In this study, the sample came from Bandung, West Java of 300 respondents consisting of several levels of age that is less than 17 years, 17 years - 25 years, 26 years - 35 years, 36 years - 45 years, 46 years - 55 years, and More than 55 years. The number of samples in the grouping is shown in the Table 1 below.

**Table 1. Age Respondent**

	Age	Total
Generation X	> 55	21 respondents
	46-55	52 respondents
Generation Y	36-45	50 respondents
	26-35	87 respondents
Generation Z	17-25	82 respondents
	< 17	8 respondents
	Total	300 respondents

From the results of the questionnaire, where respondents were asked to write 3 store names where respondents used to buy daily necessities, obtained 16 names of these stores. The following table shows, the first place where the usual respondent buy with the most answers are Yogya, Borma, Alfamart, Giant, Griya, Lottemart, and Superindo. For second place, the name of the shop where the respondent used to buy daily necessities is Alfamart, Borma, Indomart, Yogya, Griya, Superindo, Carrefour, Hypermart, and Setiabudi, The third place commonly respondents come shopping is Yogya, Griya, Indomaret, Alfamart, Superindo, and Giant as described in Tables 2 and 3.

**Table 2. The Name of the Shop where the Common X Generation Respondents buy their Daily Needs for Age > 55 years Old**

> 55 years old			
The Name of Shop	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice
Alfamart, Alfamidi, Borma, Borobudur, Carrefour, Giant, Griya, Hypermart, Indomaret, Judomart, Lottemart, Mulia Store, Setiabudi, Superindo, Yogya	Yogya	Alfamart	Yogya
	Alfamart, Borma, Giant	Borma	Superindo, Indomaret, Giant,
	Griya, Lottemart, Mulia Store, Superindo	Indomaret	Alfamart
		Yogya Borobudur, Carrefour, Griya, Hypermart, Judomart, Setiabudi, Superindo	Alfamidi, Griya, Setiabudi

**Table 3. The Name of the Shop where the Common X Generation Respondents buy their Daily Needs for Age 46 - 55 Years Old**

46 - 55 years old				
The name of the shop	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice	
Alfamart, Barokah, Borma, Carrefour, Foodhall, Giant, Griya, Hero, Hypermart, Indomaret, Lottemart, Mulia Store, Traditional Market, Setiabudi, Superindo, Shop, Yogya, Yomart	Yogya	Borma	Griya	
	Borma	Yogya, Alfamart	Indomaret	
	Carrefour, Griya	Griya	Alfamart	
	Alfamart, Lottemart, Setiabudi, Superindo	Indomaret	Borma	
	Giant, Indomaret, shop, Yomart	Giant, Indomaret, shop, Yomart	Carrefour, Giant, Yomart	Superindo, Yogya, Barokah,
			Barokah,Hero,Hypermart, Mulia Store, Traditional Market, Setiabudi, Superindo,	Foodhall, Giant, Lottemart, Yomart

Three (3) store names where the common Y generation respondents buy daily necessities are Yogya, Griya, Indomart, Carrefour, Superindo, Yomart, Warung, and Baru Market. Second place of choice is Indomart, Alfamart, Borma, Giant, Yogya, and Superindo. The third place is Indomart, Alfamart, Yogya, Lottemart, Griya, Superindo, and Shop as described in Tables 4 and 5.

**Table 4. Name of Store where Y Generation Respondent used to Buy Daily Necessities for Age 36 - 45 years Old**

36 - 45 years old			
The name of the shop	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice
Alfamart, Bebeng, Borma, Carrefour, Giant, Griya, rosir, Hypermart,	Yogya	Indomaret	Indomaret
	Alfamart	Alfamart	Alfamart
	Griya	Giant	Yogya
	Borma, Carrefour	Borma	Giant,

Indomaret, Kosambi, Liana, Lodaya, Lottemart, Metro, PVJ, Baru Market, Kembar Market, SB Mart, Sinar Jaya, Superindo, Shop, Coto Makasar Shop, Yogya,	Giant, shop, Yomart	Lottemart, SB Mart, Yogya, Yomart	Lottemart, Griya Borma, Shop, Carrefour
	Grosir, Indomaret, Lodaya, Lottemart, Baru Market, Superindo	Hypermart, Kosambi, Lodaya, Metro, Kembar Market, Sinar Jaya, Superindo, shop	Bebeng, Kosambi, Liana, PVJ, Superindo

**Table 5. Name of Store where Y Generation Respondent usually to Buy Daily Necessities for Age 26 - 35 Years Old**

26-35 years old			
Name of shop	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice
Alfamart, Borma, Bumi kresna, Carrefour, circle k, Foodhall, Giant, Griya, Hero, Hypermart, Indomaret, Kings, Lottemart, Baru Market, modern market, batununggal, Setiabudi, Superindo, shop, Yogya, Yomart	Yogya	Alfamart	Alfamart
	Griya	Indomaret	Indomaret
	Indomaret	Borma	Yogya, Hypermart, Borma
	Lottemart	Carrefour, Griya, Yogya	Carrefour, Griya, Superindo
	Borma, Carrefour	Giant	Yomart
	Superindo	Superindo	Circle k
	Hero, Hypermart, Baru Market, Setiabudi, shop, Yomart	Circle k, foodhall, Hero, Hypermart, modern market, batununggal, Yomart	Giant, Lottemart, Setiabudi
			Bumi kresna, foodhall, Hero, Baru Market, shop

For the Z generation described in the table below that the name of the store where the most visited Z respondents generation to buy daily needs is Yogya, Indomart, Alfamart, and Griya. The second most frequented place is Alfamart, Indomart, Yogya, Griya, and Giant. The third place is Indomaret, Alfamart, Superindo, and Giant as described in Tables 6 and 7.

**Table 6. Name of Store where Z-generation Respondent used to Buy Daily Necessities**

17-25 years old			
Name of shop	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice
Alfamart, Borma, Carrefour, circle k, foodhall, Giant, Griya, Hero, Hypermart, Indomaret, kircon, Kosambi, Lodaya, Lottemart, Matahari, Mulia Store, Papaya, Astana	Yogya	Indomaret	Indomaret
	Indomaret	Alfamart	Alfamart
	Alfamart	Borma, Yogya	Superindo, Borma
	Griya	Superindo	Carrefour
	Superindo	Setiabudi, Giant, Carrefour	Griya
	Carrefour	Griya	Circle k, Giant, Hypermart, Setiabudi, Yomart
	Lottemart	Circle k	Hero, Matahari,

anyar market, Kembar Market, modern batununggal market, SB Mart, Setiabudi, Superindo, shop, Yogya, Yomart			Lottemart
	Borma	Hypermart, kircon, papaya, modern batununggal market, shop, Yomart	Foodhall, Kosambi
	Circle k, Setiabudi, Hypermart, Hero, Lodaya, astana anyar market, Kembar Market		

**Table 7. Name of Store where Z-generation Respondent used to Buy Daily Necessities**

< 17 years old			
Name of the shop	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice
Circle k, Griya, Carrefour, Borma, Alfamart, Mulia Store, Yogya, Indomaret, Giant, Superindo, Setiabudi	Griya	Yogya	Alfamart
	Borma	Griya	Giant
	Circle k, Carrefour	Alfamart, Mulia Store, Indomaret	Superindo Setiabudi

From the results of the questionnaire, where respondents were asked to write 3 store names where respondents used to buy clothing products (clothes, shoes, bags and accessories), obtained the name of the store. The following table shows, the first place where X generational respondent buy fashion products, namely Yogya, Sogo, and Metro. The second place is Metro, Sun, Borma, Yogya. The third place is Sogo, Sun, and Yogya as described in Tables 8 and 9.

**Table 8. Name of Store where Generic X Respondents Buy Ordinary Buy of Fashion Products (Clothes, Shoes, Bags and Accessories)**

> 55 years old			
Name of shop	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice
BIP, Borma, BTC, Carla, Carrefour, Ciwalk, Debenhams, Hush Puppies, ITC, Kings, Matahari, Metro, MTC, Baru Market, PVJ, Sogo, Bandung Sepatu Shop, Tiga Shop, Yogya	Yogya	Metro	Carrefour, Sogo, Yogya
	Sogo	Matahari, Borma, Baru Market,	BIP, BTC, Ciwalk,
	Borma	Carrefour, Debenhams, Hush Puppies, ITC, PVJ, Sogo, Bandung Sepatu Shop, Yogya	ITC, Kings, Matahari, Metro, MTC, Baru Market

**Table 9. Name of Store where Generic X Respondents Buy Ordinary Buy of Fashion Products (Clothes, Shoes, Bags and Accessories)**

46 – 55 years old			
Name/brand of shop	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice
Baltos, Balubur, BIP, Borma, BTC, Carla, Carviena, Carrefour, Charles n Keith, Debenhams, festival city link, Furla, Griya, H&M, Hammer,	Yogya	Borma, Matahari	Sogo
	Sogo	Metro	Matahari
	Matahari, PVJ, Metro, Baru	Yogya	Baru Market

Istana Plaza, ITC, Kasandra, King, Mall, Mango, Matahari, Metro, mk, lv, Newlook, Baru Market, Sayati Market, PVJ, Ria Busana, Sogo, Tiga Shop, Hijab Shop, Transmart, TSM, Uniqlo, Vetohijab, Yogya, Zara, Zoya	Market,		
	Carla, Carviena, Carrefour, Charles N Keith, Griya, H&M, Istana Plaza, ITC, Mango, Zoya	Zara	BIP, Borma, Debenhams, Festival City Link, Furla, H&M, Hammer, mall, Mango, Metro, MK, LV, Sayati Market, Hijab Shop, Transmart, TSM, Uniqlo, Yogya

The 3 name of stores where respondent generation Y used to buy fashion product (clothes, shoes, bag and accessories), obtained the name of the store. The following table shows, the first place where Y generation of Y, triple, sun, and New Market respondent. The second place commonly visited by Y generation respondents is Matahari, Yogya, Metro, and BTC. The third place is the Sun, New Market, Borma, and Outlet as described in Table 10.

**Table 10. Name of Store where Y Generation Respondent used to Buy Ordinary to Buy Fashion Products (Clothes, Shoes, Bags and Accessories)**

26 – 35 years old			
Name/brand of shop	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice
3 second, Adidas, Alfamart, Bebop, BIP, Borma, BTC, Buana, C 59, Cardinal, Carrefour, Charles & Keith, Cibadak, Cibaduyut, Cimol, Ciwalk, Debenhams, Donatello, Dunia Anak, Eiger, Factory Outlet, Giant, Griya, Gudang Garment, Happy Go Lucky, H&M, Hypermart, Istana Sepatu, ITC, Jansport, Kalimas, Kickers, Kings, Kosambi, Lavie, LCA, Levis, Lois, Louis, Mall, Mango, Mark n Spencer, Matahari, Metro, Morello, Mothercare, MTC, Oldblue, online, online shop, outlet, Ouval, Parahyangan, Pasar Baru, PVJ, Ramayana, Ria Busana, Screamous, Sogo, Sport Station, Sport Warehouse, Stradivarius, Strawberry, Superindo, Toko Horison, Toko Tiga, Topman, Top Shop, Traveler, T-shirt, Voyesstore, Yens, Yogya, Zara	Yogya	Matahari	Yogya
	Matahari	Yogya	Matahari
	Sogo	Metro	Borma
	Griya, Zara	Griya	Pasar Baru, Sogo
	Borma, Cardinal, Cibaduyut, Istana Sepatu, ITC, MTC, Ramayana, Toko Tiga,	Borma	Parahyangan, Ramayana, H&M, Griya, Giant, Debenhams, Ciwalk, Alfamart
	Adidas, BIP, Charles n Keith, Factory Outlet, Kalimas, kicker, Lois, Metro, Oldblue, Ouval, Pasar Baru, PVJ, Ria Busana, Screamous, Sport Station, Stradivarius, strawberry, Superindo, Toko Horison, Top Shop	BTC, C 59, Carrefour, Pasar Baru	Adidas, ITC, Kings
	3 second, Bebop, Giant, Happy Go Lucky, Hypermart, Kosambi, Lavie, LCA, Levis, Louis, Mango, Mark n Spencer, Sogo, Sport Station, Sport Warehouse, Toko Tiga, Traveler, Voyesstore, Yens, Zara		

The 3 names of stores where Z-generation respondents buy ordinary clothing (clothes, shoes, bags and accessories), the name of the store is obtained. The following table

shows, the first place where Z-generation respondent is H & M, Yogya, Zara, and Borma. Second place is Sogo, Nike, H & M, and Zara. The third place is Yogya, Metro, Sun, and Uniqlo as described in Tables 11 and 12.

**Table 11. Store Name where Z-generation Respondents Buy Ordinary Buying of Clothing (Clothing, Shoes, Bags and Accessories)**

17 – 25 years old			
Name/brand of shop	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice
ABC, Adidas, Aye, Bannerrock, Bata, Bershka, BIP, Boom, Borma, BTC, Carrefour, Charles n Keith, cherry berry land, Chronic, Cihapit, Converse, Damnright, Distro, the Executive, Factory Outlet, Forever 21, Formen, Gede Bage, Giant, Gildan, Goodman co, Goodsdept, Giordano, Griya, Gudang Jam, H&M, Heritage, Homypad, Hypebeast, Hypermart, Istana Sepatu, ITC, Kings, little things she need, Levis, Lois, Louis, Mango, Mark n Spencer, Matahari, Metro, New Look, Nike, Nordhenbasic, online, outlet, Ouval, Pasar Baru, PMP, Pull and Bear, Puma, PVJ, Rabani, Ramayana, Reebok, Rezka, Ria Busana, Rockstar, Rumah Mode, Shafira, Sogo, Spyderbilt, Stradivarius, Tegal Lega, the Excexutive, the Goodsdept, the Widely Project, Toko Annisa, Toko Rindy, Toko Tiga, Top Man, Top Shop, TSM, Uniqlo, Urban Coulture, Vans, victoria, Visum, West Lee, Widely Project, Yogya, Yongki, Zara	H&M	Sogo	Yogya
	Yogya, Zara		Metro
	Nike	Zara, H&M,	H&M, Vans,
	Metro, Top Man	Pasar Baru, Vans,	Zara, Sogo, Reebok, little things she need,
	Borma, BTC, Converse, the Executive, Gildan, Pasar Baru, Sogo	Borma, Matahari, victoria,	Giant, Mango, Nike , Top Man, Top Shop
	Adidas, Bannerrock, Boom, Carrefour, cherry berry land, Chronic, Cihapit, Damnright, Distro, Forever 21, Formen, Gede Bage, Giordano, Griya, Hypebeast, Istana Sepatu, ITC, Lois, Louis, Mango, Matahari, New Look, Ouval, Pull and Bear, PVJ, Rabani, Rezka, Ria Busana, Shafira, Stradivarius, the Excexutive, the Goodsdept, Toko Annisa, Toko Rindy, Toko Tiga, Top Man, Top Shop, TSM, Uniqlo, Urban Coulture, Vans, victoria, Visum, West Lee, Widely Project, Yogya, Yongki, Zara	Adidas, Bannerrock, Boom, Carrefour, cherry berry land, Chronic, Cihapit, Damnright, Distro, Forever 21, Formen, Gede Bage, Giordano, Griya, Hypebeast, Istana Sepatu, ITC, Lois, Louis, Mango, Matahari, New Look, Ouval, Pull and Bear, PVJ, Rabani, Rezka, Ria Busana, Shafira, Stradivarius, the Excexutive, the Goodsdept, Toko Annisa, Toko Rindy, Vans, West Lee	Yogya, Adidas, Converse, Gede Bage, Metro, Ramayana, Rumah Mode, Top Man, Top Shop, Uniqlo BTC ,BIP, Bershka, Charles n Keith, Chronic, Factory Outlet, Widely Project, Gildan, Goodman co, Goodsdept, Istana Sepatu, Kings, Levis, Nordhenbasic, PMP, Puma, the Widely Project.

**Table 12. Name of Store where Z-generation Respondents Buy Ordinary Buying of Fashion Products (Clothes, Shoes, Bags and Accessories)**

< 17 years old			
Name/brand of shop	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice
Carla, Giordano, Debenhams, Yogya, Zara, Borma, BIP, Sogo, Nike, the Goodsdept, New Look, Toko Elizabeth, BTC, Metro,	Yogya	Sogo, Nike, the Goodsdept, New Look,	Metro,
	Carla, Zara, Giordano, Borma, BIP,		Matahari, Uniqlo, Stradivarius,

Matahari, Uniqlo, Stradivarius, Heartwarmer	Debenhams,	Toko Elizabeth, BTC	Heartwarmer
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For questions about the name / brand of a modern store that is the most favorite place for the respondent to shop, data is obtained as seen in the Table 13 below.

**Table 13. Modern Store Names / Brands that are the Most Favorite Places for Shopping Respondents**

	Brand and Store Name						
	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice	4 <sup>th</sup> choice	5 <sup>th</sup> choice	6 <sup>th</sup> choice	7 <sup>th</sup> choice
< 17	Zara, Yogya	Giordano, Setiabudi, Borma	-				
17-25	Yogya	Sogo	347, H&M, Indomaret, Vans,	Adidas, Borma, Carrefour, Giant, Griya, Matahari, Ouval, Pasar Baru, Stradivarius, TSM, Uniqlo, Zara	Alfamart, BIP, BTC, Charles n Keith, Converse, Forever 21, Goodsdept, Hypermart, ITC, Kings, Lia Collection, Lottemart, Metro, online, papaya, Pull and Bear, Setiabudi, the Goodsdept, Topman, Widely Project,		
26-35	Yogya	Borma	Carrefour	Indomaret, Metro	Griya, Matahari, Zara	Ciwalk, Kings, Superindo	Alfamart, Cardinal, Happy Go Lucky, Hero, ITC, Levis, Parahyangan, Rumah Mode, Setiabudi, Sogo, Stradivarius,
36-45	Yogya	Matahari	Alfamart, Borma, BTC, Carrefour, Griya, ITC, Pasar Baru	Balubur, Bebung, BIP, H&M, Lois, Lottemart, New			

				Look, Superindo, topshop, Yomart			
46-55	Yogya	Borma	Carrefour, Metro,	Griya, Setiabudi,	Lottemart, Matahari, PVJ, Sogo, Zara		
>55	Yogya	Griya, Metro	Borma, Hypermar t Lottemart,				

The statement that the respondent has answered is about whether the respondent knows the following modern stores and the extent to which the respondent is familiar with the medicinal store. The results show that the order of modern stores from the first to the end or from the left to the right shows that tends to the left, the respondents are very familiar with modern stores, but the more right, the more the respondents do not know the modern store as described in Table 14 below.

**Table 14. Respondents Familiar with Modern Stores**

	Age	Modern Stores
Generation Z	<17	Indomart, Alfamart, Yogya, Matahari, Giant
	17-25	Indomart, Yogya, Alfamart, Superindo
Generation Y	26-35	Yogya, Indomart, Alfamart, Giant
	36-45	Yogya, Indomart, Alfamart, Giant, Matahari
Generation X	46-55	Indomart Alfamart, Yogya
	>55	Yogya, Indomart, Alfamart

#### 4. Conclusion

This paper has analyzed the differences in generations X, Y, Z relate to lifestyle, brand image and preferred retail selection in product purchasing. Based on the data obtained from the questionnaires that have been filled by the respondents as generations X, Y, and Z, it can be concluded that most respondents visited some modern stores based on brand / store name that has been known by the community, from all circles, which has been proven Quality and diversity of products and services provided, in addition to the influence of certain parties such as families who also perform other activities in addition to shopping in the modern store.

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