

## UNDERSTANDING THE IMPORTANCE OF SHOPPING EXPERIENCES FOR GENERATION Z IN EYEWEAR PRODUCTS

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### ABSTRACT

*This study examines factors influencing Generation Z's purchase intentions in the eyewear market in South Tangerang, Indonesia, focusing on service quality, brand consciousness, social media influence, and online shopping. Using Structural Equation Modeling (SEM), the research identifies intermediate constructs such as perceived value, brand trust, and customer trust, which shape purchasing decisions. The findings show that service quality is the most significant factor in shaping perceived value, which in turn impacts purchase intention. Brand consciousness influences brand trust, while social media significantly affects brand trust and loyalty. The study also highlights that online shopping experiences have a stronger impact on trust than offline shopping, reflecting Gen Z's digital preferences.*

**KEYWORDS** Generation Z; Eyewear Market; Purchase Intention; SEM



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### INTRODUCTION

Generation Z (born 1997-2012) is the largest generational cohort in Indonesia, comprising nearly 28% of the population as of 2023, equating to approximately 74.93 million individuals (Sudirman et al., 2024). This digital-native generation is deeply engaged with online platforms like Instagram, TikTok, and YouTube, which influence their consumption habits. Despite their affinity for digital platforms, a significant portion of Gen Z still values in-store experiences, especially for products like eyewear, where physical fit and style are crucial (Kotler et al., 2023).

However, despite their large numbers, Gen Z faces financial constraints, with most members earning less than Rp 2.5 million monthly, limiting their ability to

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invest in areas like education, homeownership, and leisure (Rigolon et al., 2020). These limitations shape their cautious approach to spending, with a preference for price sensitivity, convenience, and promotional offers. Additionally, issues such as social and economic inequality, mental health, and sustainability resonate deeply with this generation, influencing their expectations from brands and businesses (Vătămănescu et al., 2021).

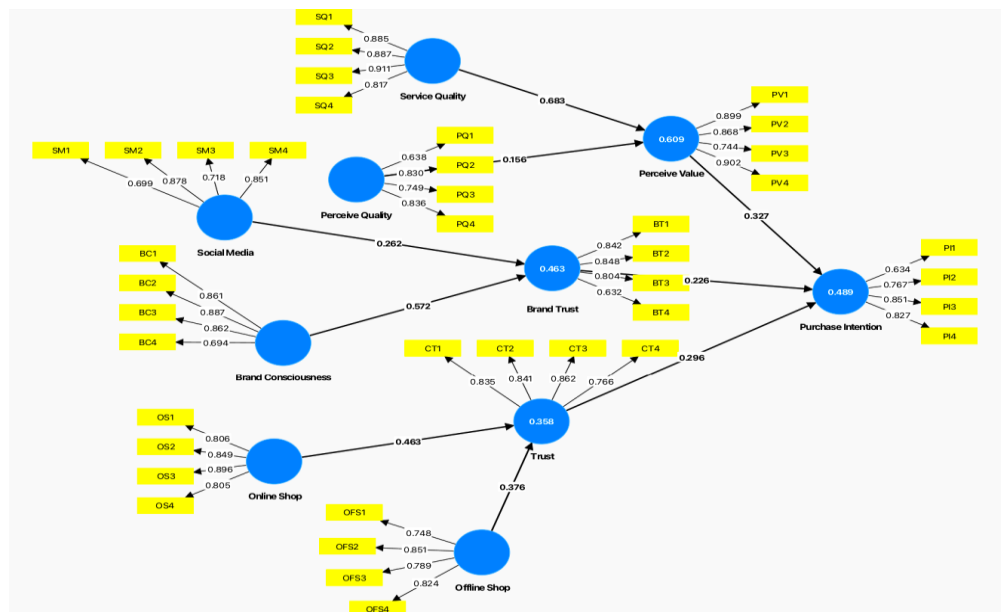
The eyewear market in Indonesia is witnessing growth, driven by rising incomes, increasing health awareness, and technological advancements. An estimated 17,241 children in Indonesia suffer from blindness or severe visual impairment, with 77.8% of these cases being preventable, highlighting a growing need for corrective eyewear (Muhit et al., 2018). Furthermore, Generation Z's increasing need for corrective eyewear, compounded by prolonged screen time and reduced outdoor activity, suggests a burgeoning market (Nayak et al., 2013). As the population ages and the prevalence of myopia rises, eyewear demand will likely continue its upward trajectory, creating new business opportunities.

Despite these trends, many eyewear retailers face challenges in engaging Gen Z. The industry's reliance on traditional marketing strategies and in-store sales methods may not align with the digital-first preferences of younger consumers (Sain & Bahri, 2024). This demographic is accustomed to seamless online experiences, influencer-driven purchases, and personalized engagement with brands, making it difficult for traditional businesses to attract their attention. With Gen Z spending significant time on social media, businesses must adapt their marketing strategies to meet the expectations of this digitally savvy group while maintaining their core values.

To remain competitive, eyewear retailers must embrace a more balanced, omnichannel approach. While in-store experiences are still relevant, Gen Z expects brands to meet them where they are—online, through social media, and via e-commerce platforms. Gen Z's preference for personalized experiences, fast delivery times, and ease of access to product information through digital platforms means that businesses must integrate their physical and online operations more effectively.

This study aims to explore the factors influencing Gen Z's purchase intentions, including price, quality, brand reputation, customer service, and the online versus in-store shopping experience, to help eyewear retailers adapt their marketing strategies to better reach this demographic.

### **Conceptual Model**



**Figure 1. Conceptual Model**

The conceptual model in this study investigates the factors that influence Generation Z's purchase intentions in the eyewear market, focusing on constructs such as perceived quality, service quality, brand trust, social media influence, customer trust, and perceived value (Konuk, 2018). Supports the relationship between perceived quality and perceived value, showing that the way Gen Z perceives a product's quality contributes directly to their overall evaluation of its value (Nugraha & Mandala, 2020). further emphasizes the role of service quality in enhancing perceived value, which in turn positively impacts customer trust and purchase intention.

Brand Consciousness (BC) and Social Media Influence (SM) are key factors in shaping brand trust, as illustrated in Muralidhar (2019) and Balakrishnan (2022). These studies highlight the significant impact of brand consciousness and social media on brand trust, demonstrating that Gen Z consumers are highly influenced by brands that align with their values and are well-represented on platforms like Instagram and TikTok. This aligns with the findings of Muralidhar & Anand Shankar Raja (2019), who noted that influencer endorsements and peer reviews heavily influence purchasing decisions among Gen Z. This supports the model's assertion that brand trust directly influences purchase intention.

Customer Trust (CT) is another critical construct in the model (Nguyen et al., 2024), confirms that online shopping (OS) and offline shopping (OFS) both directly influence customer trust, which mediates repurchase intention and word of mouth. This aligns with the model's focus on how customer trust (CT) affects purchase intention (PI). Similarly Thomas (2018), emphasizes that trust mediates the relationship between online shopping cues and purchase intention, supporting the conceptual model's emphasis on customer trust as a central driver of purchase intention.

Finally, brand trust is a strong determinant of purchase intention, as evidenced in (Dam, 2020). The study demonstrates that brand trust is positively linked to both

brand preference and purchase intention, aligning with the conceptual model's hypothesis. The importance of customer trust and its impact on purchase intention is reinforced across the articles, which validate the model's key relationships, especially the roles of perceived quality, service quality, brand trust, and social media influence in shaping purchase intention among Gen Z consumers in the eyewear market.

## RESEARCH METHOD

### Data Collection

The primary data for this study was collected through a structured questionnaire distributed to a sample of Generation Z consumers in South Tangerang. The questionnaire will focus on capturing the importance of various factors—Price, Brand Consciousness, Social Media Influence, Product Quality, Customer Service, Lifestyle Compatibility, and Online/Offline Experience—in shaping purchasing decisions.

To ensure the sample size is representative, the Slovin formula will be applied to the population of 400,000 Gen Z individuals in South Tangerang (Lanz et al., 2023), resulting in an estimated sample size of around 100 respondents. The survey will include structured questions rated on a Likert scale to quantify preferences and purchase intentions.

### Data Analysis

Data collected through the questionnaire will be analyzed using Structural Equation Modeling (SEM). SEM will help determine the relative importance of each factor influencing Gen Z's purchase intentions, identifying trends and preferences through statistical analysis.

## RESULT AND DISCUSSION

This study aimed to explore the factors influencing the purchase intention of Generation Z consumers in the eyewear market in South Tangerang, Indonesia. Using Structural Equation Modeling (SEM), the analysis revealed significant relationships between key constructs such as Perceived Quality (PQ), Service Quality (SQ), Brand Consciousness (BC), Social Media Influence (SM), Perceived Value (PV), Brand Trust (BT), Customer Trust (CT), and Purchase Intention (PI).

### A. Reliability and Validity

**Table 1. Cronbach's Alpha, Composite Reliability, and AVE**

Constructs	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Consciousness	0.845	0.852	0.897	0.688

Brand Trust	0.789	0.799	0.865	0.618
Offline Shop	0.845	0.905	0.887	0.662
Online Shop	0.86	0.861	0.905	0.705
Perceive Quality	0.768	0.806	0.85	0.589
Perceive Value	0.876	0.884	0.916	0.732
Purchase Intention	0.768	0.812	0.849	0.587
Service Quality	0.898	0.905	0.929	0.766
Social Media	0.809	0.86	0.868	0.625
Trust	0.845	0.845	0.896	0.683

**Table 2. Statistically Significant (p-value)**

<b>Path</b>	<b>P values</b>
Brand Consciousness → Brand Trust	0.00
Brand Trust → Purchase Intention	0.042
Offline Shop → Trust	0.00
Online Shop → Trust	0.00
Perceived Quality → Perceived Value	0.035
Perceived Value → Purchase Intention	0.023
Service Quality -> Perceived Value	0.00
Social media -> Brand Trust	0.006
Trust -> Purchase Intention	0.013

The reliability analysis showed that all constructs in the model demonstrated satisfactory internal consistency, with Cronbach's Alpha values exceeding the accepted threshold of 0.7 for most constructs. Notably, Service Quality exhibited the highest reliability, followed closely by Brand Consciousness and Trust. Additionally, Composite Reliability values and Average Variance Extracted (AVE) confirmed the convergent validity of the constructs, indicating robust measurement scales for further analysis.

### **B. Path Analysis and Structural Model Results**

**Table 3. Path Coefficient**

<b>Path</b>	<b>Path coefficients</b>
Trust → Purchase Intention	0.296
Social media → Brand Trust	0.262

Service Quality → Perceived Value	0.683
Perceived Value → Purchase Intention	0.327
Perceived Quality → Perceived Value	0.156
Online Shop → Trust	0.463
Offline Shop → Trust	0.376
Brand Trust → Purchase Intention	0.226
Brand Consciousness → Brand Trust	0.572

The structural model analysis revealed several noteworthy findings regarding the relationships between the constructs.

1. Service Quality's Strong Impact on Perceived Value

Service Quality emerged as the most influential factor in shaping Perceived Value, with a path coefficient of 0.683. This indicates that Generation Z consumers in South Tangerang associate higher value with eyewear products when they experience high-quality service, such as responsive customer support, efficient processes, and a seamless shopping experience.

2. Brand Consciousness and Brand Trust

The results showed a strong positive relationship between Brand Consciousness and Brand Trust (path coefficient = 0.572), suggesting that Generation Z consumers are more likely to trust brands they are familiar with and that align with their social identity. This finding is consistent with the literature, which highlights the importance of brand recognition and alignment with personal values for younger consumers.

3. The Role of Online Shopping in Building Trust

The analysis revealed that Online Shop experiences had a stronger impact on Trust (path coefficient = 0.463) compared to Offline Shop experiences (path coefficient = 0.376). This underscores the digital preferences of Generation Z, who prioritize convenience, security, and user-friendly online platforms when making purchasing decisions. In contrast, offline shopping still plays a role in fostering trust but to a lesser extent.

4. Perceived Value and Purchase Intention

Perceived Value showed a significant effect on Purchase Intention (path coefficient = 0.327), reinforcing the notion that Generation Z is more likely to make a purchase if they believe the product offers good value relative to its price. This aligns with prior research suggesting that value perception is a key determinant in the purchase decisions of price-sensitive consumers.

5. Social Media's Influence on Brand Trust

Social media had a notable effect on Brand Trust (path coefficient = 0.262), indicating that Generation Z consumers engage with brands through digital platforms, which strengthens their trust in those brands. This finding is consistent with the growing importance of social media as a marketing tool,

particularly for younger consumers who are active on platforms such as Instagram, TikTok, and YouTube.

#### 6. Perceived Quality's Weaker Impact on Perceived Value

Interestingly, Perceived Quality showed a relatively weak effect on Perceived Value (path coefficient = 0.156), suggesting that while quality is important, Generation Z consumers may place greater emphasis on other factors like service and branding when evaluating a product's value.

### **C. Implications for Eyewear Retailers**

The findings from this study have important implications for eyewear retailers targeting Generation Z consumers. First, enhancing Service Quality is crucial for increasing Perceived Value, which directly influences Purchase Intention. Retailers should invest in providing exceptional customer service both online and offline, ensuring smooth and efficient interactions.

Second, building brand awareness and aligning with Generation Z's values is essential for establishing Brand Trust. Retailers should leverage social media platforms to engage with this demographic, fostering a sense of community and connection with their brand.

Finally, focusing on seamless online shopping experiences is vital for fostering trust and encouraging purchases. Given the strong impact of online shopping experiences on Trust, eyewear retailers should prioritize user-friendly websites, secure payment options, and fast delivery services.

In conclusion, this study highlights the importance of Service Quality, Brand Consciousness, and Online Shopping in influencing the purchase intentions of Generation Z consumers in the eyewear market. These factors, coupled with a strong presence on social media, can help retailers cater to the needs and preferences of this digital-savvy and value-conscious demographic.

## **CONCLUSION**

This study provides valuable insights into the factors influencing the purchase intention of Generation Z consumers in the eyewear market in South Tangerang, Indonesia, highlighting the significance of service quality, brand consciousness, social media influence, and online shopping. Through SEM analysis, it was found that high-quality service, strong brand identities, and seamless online shopping experiences are critical in shaping Generation Z's perceived value of eyewear products and their purchase decisions. Service quality significantly impacts product value perception, while brand consciousness drives brand trust, emphasizing the need for eyewear retailers to establish recognizable and trustworthy brands that align with younger consumers' values. Social media plays a crucial role in fostering brand trust, indicating the importance of an engaging online presence, and online shopping experiences have a greater influence on building trust compared to offline shopping, reflecting Generation Z's digital preferences. To capture this demographic, eyewear retailers must prioritize service excellence, strong brand identity, and robust online engagement strategies, ensuring their offerings align



with the values and expectations of this digitally connected, value-conscious generation to enhance competitiveness and drive growth in the evolving eyewear market.

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