

CHAPTER ONE

INTRODUCTION

1.1. Background

Shopping is an activity which all generations indulge in to eat, clothe, or truly enjoy themselves, especially consumers in Indonesia, who have a distinct character, one being that they are more wasteful in shopping, purchasing products in the heat of the moment. This is due to consumer behavior, in which they are often more emotional during the purchasing, decision-making, and purchasing process, in which they have to consider and make a purchase.¹ Shopping is a form of consumption and even a style of life for urban societies, and it is one of the consequences of consumption patterns. This action has evolved into a large identity that is reflected in every layer of Indonesian society's social structure. According to Roberth H. Imam and Haryanto Soedjatmiko (2008), the need for consumption in society has evolved beyond the stage of survival and now relative importance and social needs.²

Shopping, which started as a way of "extension" for individuals who consume items, has developed into a requirement for those who are

¹ Indonesia, CNN. "Alasan Generasi Milenial Lebih Konsumtif." *cnn indonesia*, April 19, 2018. <https://www.cnnindonesia.com/gaya-hidup/20180418215055-282-291845/alasan-generasi-milenial-lebih-konsumtif>.

² Soedjatmiko, Haryanto, and Alfathri Adlin. *Saya Berbelanja, Maka Saya Ada: Ketika Konsumsi Dan Desain Menjadi Gaya Hidup Konsumeris*. Yogyakarta: Jalasutra, 2008.

unhappy with themselves. Buyer tends to be purchasing goods based on personal needs and desires (want). On the other hand, they tend to be more controlled by their desire to own. As a result, consumerism emerges, turning "necessary consumption" into "absurd consumption." (Haryanto Soedjatmiko, 2008: 6). Shopping motivation is now influenced by self-identity rather than individual needs and functions.³

This behavior, consumptive characteristics, is correlated to the lifestyle of urban communities. Supported by the growth of modern shopping centers such as malls, plazas, and other sites that attract customers to come in and shop even though individuals don't have anything particular in mind to buy. Moreover, retail brands are conscious of and responding to this significant factor, resulting in an increase in the value of design. A retail store is a space or area where consumers could experience this brand's goods and maintain a relationship. According to Lewison (1994), the atmosphere and behavior of customers are greatly influenced by store layouts. As a factor, store layouts are one of the most important considerations for any retailer.⁴

Consumerism, also known as consumptive behavior, refers to people who spend a lot of money on goods and services. This behavior has developed into a new identity that pervades every layer of Indonesian

³ Soedjatmiko, Haryanto, and Alfathri Adlin. *Saya Berbelanja, Maka Saya Ada: Ketika Konsumsi Dan Desain Menjadi Gaya Hidup Konsumeris*. Yogyakarta: Jalasutra, 2008.

⁴ Lewison, D. M. 1994. *Retailing*. New York: Macmillan College Publishing Company.

society's social structure. Purchasing a product is a cognitive task, also known as the "heart-versus-mind" conflict, whereas getting excited about a product is a satisfying statement. Individual differences played a role in consumers' consumptive behavior: consumers were more likely to make decisions based on affective rather than cognitive factors. (cf. Allen, Machleit, & Kleine, 1992; Mano & Oliver, 1993). In the context of a market, a dispute can arise between a product's high price and the desire and enthusiasm to own something. This conflict is typically dominated by the affective component in the case of the modern consumptive customer, as emotional urges overrule utilitarian motives. (Hirschman & Holbrook, 1982).⁵

Consumptive behavior has become inextricably linked to generation Z's everyday routines in the modern age, not only in developed countries but also in developing countries such as Indonesia, especially in South Jakarta, seen through the eyes of generation Z, who views material as a form of gratification in itself. (Wahyuningtyas, 2011).⁶ It is a way of living that progresses to consumptive actions in an individual or society; it is a part of living where an individual or society wants to buy or use

⁵Herabadi, Astrid G., Bas Verplanken, and Ad van Knippenberg. "Consumption Experience of Impulse Buying in Indonesia: Emotional Arousal and Hedonistic Considerations." *Asian Journal of Social Psychology* 12, no. 1 (2009): 20–31. <https://doi.org/10.1111/j.1467-839x.2008.01266.x>.

⁶ Wahyuningtyas, R. M. (2016). Analisis perilaku konsumtif siswa SMA Negeri 5 Malang.

products and services that are not essential. (Lestari, 2006).⁷ Various factors, such as price, quality, and product promotion, may influence a consumer's decision-making process when buying a product. (Firmansyah, 2018). Consumers use decision making to make decisions on whether or not to acquire, use, and consume goods and services throughout the purchasing process. (Lamb, Hair and Mc. Daniel, 2004).⁸

Generation Z, or gen Z, refers to adolescents between the ages of 12 to 21. They are part of the digital native generation or who were born in the digital era, and they have a major impact on purchasing decisions even at a young age. Generation Z are known to be creative and critical, yet they are known to be consumptive, according to Ben Soebiakto, a digital lifestyle analyst, the internet has played a huge role in Indonesians' lives. Including an APJII survey from 2018, internet penetration in Indonesia has surpassed 50% of the population. Generation Z now use the internet for a number of purposes, including commuting, food sales, sightseeing, and clothing and everyday shopping. If this behavior progresses, this generation and subsequent generations will be more wasteful and less aware of their surroundings and actions toward the environment. Some individuals and brands are more aware of the global warming problem,

⁷ Lestari, A. 2006. There are Differences in Consumptive Behavior of Students Extrovert personality with Private Students Introvert. Thesis. North Sumatra: Faculty Psychology university of North Sumatra.

⁸ Lamb, Charles W., Hair Joseph F Jr, and Carl McDaniel. *Marketing*. Distrito Federal: CENGAGE Learning, 2004.

which is one of the consequences of waste, especially textiles and chemical waste from the fast fashion industry and many other industries that use factories. Fashion waste is a real threat to our environment, where hundreds of thousands of fibers make up our clothes, resulting in an estimated 1.4 million trillion plastic fibers in the ocean. The fashion industry has a significant environmental effect. It is responsible for 20% of global wastewater, 10% of CO2 emissions, and massive quantities of waste. One garbage truck full of textiles is landfilled or incinerated every second. As if that wasn't bad enough, our clothing even contributes to plastic pollution in the ocean.⁹ Fast fashion, for example, is one of the biggest contributors towards textile and chemical waste, where discarded materials, under-utilized clothes, and a lack of recycling processes contribute to the waste. Textile dyeing, for example, is the second-largest source of water contamination after agriculture.¹⁰

In result, this paper is written to analyze potential solutions through interior design. In particular, how interior design fashion retail influences generation Z's consumptive behavior in South Jakarta. The project is called Fyooz, which is a project located at the Atrium in Senayan City, South Jakarta, that has a great deal of potential for a short-term event to function properly. According to its site analysis, the Atrium has the

⁹ "Fashion's Tiny Hidden Secret." UN Environment. Accessed March 22, 2020. <https://www.unep.org/es/node/24585>.

¹⁰ Elewisa Young "Fashion Waste Is Rubbish – Yes, But This Is Not The Issue." WTVOX. Accessed March 22, 2021. <https://wtvox.com/fashion/fashion-waste/>.

advantage of being in a good position, open and visible to all mall visitors, and the most strategic position inside the mall due to its proximity to all main entrances, main elevators and escalators, and also some retails surrounding them. This site, in fact, has hosted Jakarta Fashion Week for the past seven years in a row, makes it regular for the local fashion community to acknowledge this project.

Fyooz takes inspiration from the word "fuse," which means "to merge or blend into one thing," and it incorporates two functions of space while still creating an experience for each tenant to intensify various consumer behaviors. The first feature of space is as an exhibition space with each product or object on display, and the second is as a retail space to sell and market the goods on display. This idea enables customers with a unique shopping experience, as is shown by product displays that allow visitors to develop a better understanding of a brand's intentions toward their consumers while also developing a new purchasing mechanism which may well influence users' shopping behavior. In this age, generation Z consumers are concerned with their social standing and materialistic lifestyles than with the value of basic needs. Getting luxury goods or following the trend suggests that the buyer has a high social status. As a case study, this project aims to increase awareness of the impact of retail interior design on the consumption patterns of Generation Z in South Jakarta.

1.2. Problem

How does interior design influence Generation Z's consumptive behavior in shopping experience?

1.3. Goal

The aim of the research is to understand how consumers shop based on their consumptive behavior, which again is influenced both consciously and unconsciously by retail interior design.

1.4. Interior design contribution

This study aspires to establish retail stores in the future to raise a sense of responsibility and accountability other than materialistic consumer satisfaction and profitability.

1.5. Design constraints

This research is restricted to the use of an existing site, actual interaction with research respondents, and site visits to analyze the general environment's conditions.

1.6. Data collection technique

This research applies a qualitative approach. In social research, qualitative research methods are often used, one of which is being present in the social situation under investigation. The author enriches data by using survey results from subjects (consumers) at existing sites and current

issues to learn, observe, take notes, and form relationships with subjects. The aim of a research interview is to learn about people's perspectives, perceptions, attitudes, and/or motives on specific topics. Interviews and other qualitative approaches are thought to have a "deeper" interpretation of social phenomena than strictly quantitative methods.¹¹

1.7. Design approach

The narrative design approach is an approach used in architectural and interior design to make users feel directly involved with the environment of the space. The plot and the user's feelings, two of which are emphasized in this design object, form the narrative-forming element. It is important to first understand the plot of the narrative story and its implementation in architecture and interior design in order to understand what kind of atmosphere the consumer needs to express. The final design result is a retail-exhibition of local sustainable brands with distinct personal brand goals that allows users to experience the interior environment according to the narrative.

1.8. Design flow

This research is meant to include a systematic overview of the author's strategy for shaping interior design ideas for retail projects, as well as the role of brands in those projects. Other retailers may use Fyooz's definition and intent as a starting point for developing design strategies.

¹¹ Silverman D. Doing qualitative research. London: Sage Publications, 2000.

1.9. Systematic writing

There are five chapters in this study titled "Interior Design Fashion Retail for Consumptive Generation Z in South Jakarta"

Chapter I discusses the preliminary research which contains the topics raised, the background of the topics, the problems that arise, the objectives of the research, literature review, the significance of the research, the scope of the research, the research methods, the framework and the research systematics.

Chapter II describes the theories that form the basis of research. The theories chosen are not only limited from the literature according to the literature review in chapter I but also from various other valid sources. These theories will be the basis for analyzing the problems raised in this study, then it will lead to conclusions which are the answers to the problems raised. The theory chosen is essential in a study to support and validate statements on the results of the analysis conducted by the author.

Chapter III is a collection of data as material to be analyzed. The data obtained by the author with the existing site and personal analysis of The Atrium Senayan City also local sustainable brands from their official sites. The focus of the discussion lies in the authors strategy in constructing interior design ideas for retail projects in response to all the brands that participate.

Chapter IV contains analysis of research data which is based on the theories written in chapter II. This chapter will answer the problems raised in research in the form of narrative analysis assisted by feedback from experts and interviews related to the case study.

Chapter V is the conclusion from the results of the analysis conducted by the author on the case study, then suggestions that the author can give and reflections from the author regarding the topic of this research.

