

Keunggulan merek versus country of origin terkait perilaku konsumen generasi y: studi kasus produk Uniqlo di Indonesia = Brand excellence versus country of origin related to consumer's behavior y generation: case study Uniqlo products in Indonesia

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Abstrak

Keunggulan Merek Versus Country of Origin Terkait Perilaku Konsumen Generasi Y Studi Kasus Produk Uniqlo di Indonesia Abstrak Meningkatnya jumlah populasi generasi Y di Indonesia kian menarik sejumlah fashion retailer global khususnya Jepang untuk memasuki pasar Indonesia Tujuan penulisan ini adalah untuk mengkaji sejauh mana merek memiliki keunggulan dibandingkan dengan country of origin pada perilaku konsumen generasi Y dengan mengambil studi pada produk Uniqlo di Indonesia Untuk mengetahui hal tersebut penulis melakukan wawancara mendalam pada tiga orang informan Kesimpulannya menunjukkan bahwa informan menganggap merek merupakan prioritas disamping faktor country of origin Karena merek Uniqlo sendiri merepresentasikan desain fashion kualitas produk serta harganya yang terjangkau sehingga menarik para konsumen generasi Y di Indonesia

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Brand Excellence Versus Country of Origin Related to Consumer's Behavior Y Generation Case Study Uniqlo Products in Indonesia Abstrac The increasing number of Y generation population in Indonesia makes a number of global fashion retailers especially Japan interested to enter the Indonesian market The purpose of this study is to assess the extent that brands which have some excellence compared with country of origin on Y generation behavior as consumers by conducting a study of Uniqlo products in Indonesia To find out a result of the study I conducted in depth interviews with three informants The conclusion of the study shows that informants thought that brands become a priority after the country of origin factor It is because Uniqlo itself represents the fashion design the quality of the product and the affordable price which are attracted Y generation consumers in Indonesia