

DETERMINANT FACTORS OF PURCHASE INTENTION FOR ZARA BRAND: CASE OF GENERATION Z

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ABSTRACT

The purpose of this paper aims to analyze the effects of country of origin, sensory perception, impulsive buying, fashion innovativeness to purchase intention and indirectly to perceived quality. The subjects of this study were 241 respondents who were born between 1997 - 2012 (generation Z) and has shopped from Zara. The method used in this research is quantitative research by taking samples with purposive sampling technique. Authors used Partial Least Square-Structural Equation Modelling for data analysis. The result of this study indicates that country of origin affects perceived quality. Fashion innovativeness affects purchase intention. Fashion innovativeness affects perceived quality. Impulsive buying affects purchase intention. Impulsive buying affects perceived quality. Perceived quality affects purchase intention. Sensory perception affects perceived quality. Country of origin moderates the effect of sensory perception to perceived quality is significant. Country of origin moderates the effect of fashion innovativeness to perceived quality is not significant. Country of origin moderates the effect of impulsive buying to perceived quality is not significant.

Keywords: : global symbolic value orientation, local brands, subjective knowledge, brand attitude, positive eWOM

1. Introduction

Many members of generation Z has begun actively shopping now that they are in the stage of age in earning and spending money. Generation Z is renowned for being innovative and having the confidence to express their thoughts. Generation Z, on the other hand, is recognized for its distinct fashion sense and has its own traits. There are many popular fast fashion brands such as Zara, UNIQLO, H&M, Pull & Bear. However, in this research focus is Zara as a leading international fast fashion brand. them.

Generation Z dominates the population in Indonesia with total 74,93 millions people or 27,94% from the total citizen in Indonesia. This data is taken on 2020 by the Indonesian population census. Which means these days our market is dominated by generation Z. Fast fashion blends two usually at parts marketing stances—fashionable and reasonably priced—into a single market position to let young people follow their individual tastes and meet their requirements for involvement in the fashion industry stated by Muzinich written on (Liu et al., 2021). Fast fashion's fair-priced marketing strategy encourages customers with strong impulsive buying impulses to act right away and make in-person purchases.

Numerous studies have revealed that brand-COO influences consumer behaviour in a favourable way (Abdellah-Kilani & Zorai, 2019) The sensory experience they offer is yet another aspect that might affect consumers' preference for global brands over local enterprises. (Veale &

Quester, 2008). Sensory experiences include viewing and touching the products. These are one of the benefits of having offline store. Additionally, Zara has this competitive advantage because to their 13 locations in Indonesia. Information about consumer opinions can be found through sensory imagery (bodily experience) (Barsalou, 2008).

In addition, haptic perception makes it easier for customers to perceive things visually and increases their willingness to buy them (Streicher & Estes, 2016). In keeping with this line of reasoning, the authors suggest that sensory perception is a key factor in why fast fashion customers favour foreign brands (Purba, Samuel, et al., 2021).

Numerous studies have looked into how brand-COO affects consumer behaviour (Abdellah-Kilani & Zorai, 2019; Winit et al., 2014). However, there is little literature on brand COO and sensory marketing. Little study has looked at how brand-COO and sensory perceptions interact in a rapid fashion setting. It is still unclear how sensory perceptions' moderating influence on judgements works. To determine whether the ability to physically touch a product overcomes the brand-COO effect in product evaluations, the current study investigates the interaction of sensory perceptions and brand-COO. It also explores the moderated mediation effect of perceived quality on product evaluations (Purba, Budiono, et al., 2021) (Budiono, Evanson, et al., 2020). In addition, nowadays we live in digital era where we get our things done by online including online shopping. This phenomenon can also be included in this research about where Gen Z prefer to buy their clothes it's online or offline store. Previous studies looked into how consumer personality traits affected how people bought clothes (Valaei & Nikhashemi, 2017).

(Muralidhar et al., 2019) studied resulted that generation Z is characterized by a heightened intelligence and a tendency to conduct thorough online research to secure the most advantageous deals among the myriad shopping options. Positioned at the cusp of entering the workforce, generation Z has already exerted a notable influence on brands, capturing the attention of teenage audiences (Budiono, Purba, Adirinekso, et al., 2020). This demographic proves to be discerning and demanding in terms of their shopping preferences, clearly articulating their tastes and expectations. From (Asshidin et al., 2016) research about factors that influence consumers in purchasing American and local products both show that perceived quality showed significant positive impact towards purchase intention. (Asshidin et al., 2016) research about purchase intention used two variables which are perceived quality and emotional value. Also (Bong, 2011) conducted study about the in-store stimuli to impulsive buying behaviour of consumers in Hypermarket. This study concluded that in-store stimuli affects impulsive buying. Based on (Miwa, 2023) effective marketing plays a pivotal role in boosting sales and ensuring customer satisfaction, prompting companies to adapt their strategies accordingly. The logic behind a marketing strategy lies in the company's ability to generate value for customers, fostering a mutually beneficial relationship (Budiono, Purba, Rajagukguk, et al., 2020). The study focused on influence of fashion innovativeness to behavioural intention. Behavioural attentions refers to repurchase intentions / purchase intentions to products based by their level of satisfactions for that products (Purba, Budiono, et al., 2021).

Based on the problems, survey results and phenomena that have been presented, this research is aimed at finding factors that directly or indirectly influence consumers' purchase intention for Zara. This study employs how the country of origin, consumer personality characteristic involving fashion innovativeness and impulsive buying, alongside sensory

perceptions, impact purchase intentions mediated by perceived quality when buying from Zara. This research was conducted with the aim of increasing sales in the fashion business for Zara or other fashion company in Indonesia by knowing what consumers consider and behaviour before having any purchase intention.

2. LITERATURE REVIEW

3.

In this part, Author describe concept definitions, variables, indicators, theory and previous study.

2.1 Concept and Variabel

2.1.1 Country of Origin

Country of origin has emerged as a crucial factor in today's competitive modern period where global marketing is constantly evolving. Numerous studies have demonstrated how consumer s' purchasing decisions and behavior are influenced by a product's country of origin. In addition, study findings indicate that consumers give the Country of Origin consideration when assessing the quality of a product since they care about where and how a product is created (Park et al., 2012).

Therefore, it can be said that Country of Origin refers to the perception of a product that is influenced by its place of origin. According (Listiana, 2012) advanced the following key idea on country image in relation to Country of Origin:

- At the product level, a country's image. According to this definition, a country's image refers to how people generally view the quality of its products. According to this perspective, a nation's image is a composite of all its goods, brands, and specialized organizations.
- The image of the country at the country level. In this case, the country image is defined from the point of view of the country's image in general, which is different from the definition of country image which focuses on the product level.

Zara's country of origin is Spain and founded by Amancio Ortega in 1975 also opened it's first international store in 1989. Meanwhile Zara in Indonesia is managed by PT Mitra Adiperkasa Tbk. PT Mitra Adi Perkasa tbk keep convincing Inditex to open it's store in Indonesia. In addition, PT Mitra Adiperkasa has wanted exclusive right for Zara in Indonesia in 1999. However, Inditex did not grant PT Mitra Adiperkasa the right to launch a network of Zara stores until 2005 because of the unsteady political climate in Indonesia at the time (Putri, 2006).

2.1.2 Sensory Perception

The ability to learn about our surroundings or the condition of our internal environment is one of the main functions of sensory receptors. From a management standpoint, sensory marketing can be utilized to establish ingrained cues that shape consumers' views of immaterial ideas about the good (Krishna, 2012). While some study participants were only allowed to view the product through glass and could not touch it, the other half were given the opportunity to do so. The nervous system receives stimulation from a variety of sources and transforms it into electrochemical signals. This happens when a stimulus modifies a sensory neuron's cell membrane potential.

There are five senses—sight, taste, touch, hearing, and smell—are how we perceive the world:

- Sensory information stimulates the human sense receptors.
- The sensory data is converted by the brain into experiences like taste, warmth, etc.
- The sensations and their meanings would be recognized or disregarded by higher brain regions.

Understanding our surroundings involves understanding our senses. Our ability to perceive sensory information enables us to gather external data and, hopefully, make sense of it. When the brain, the higher level of the nervous system, receives messages from the sensory receptors that

have been triggered, perception happens. The brain then distinguishes the sensory stimuli via a sensory pathway.

The process of sensory perception involves the transmission of action potentials through neurons specifically attuned to stimuli. These action potentials then travel through the neural network, ultimately synapsing with corresponding neurons in the brain or spinal cord. This kind of action can be achieved by NFT (Need for Touch) in this context means proving objects worthiness by touching the objects (Krishna, 2012). Individuals with elevated NFT (Need for Touch) ratings displayed increased confidence and decreased irritation in their product evaluations when they had the opportunity to physically interact with the product. Conversely, those with low NFT ratings showed indifference to touch. Peck and Childers (2003a) noted that written accounts detailing the tactile experience of a product could mitigate the displeasure experienced by individuals with high NFTs. The nervous system, receiving stimulation from various sources, transforms this input into electrochemical signals, a phenomenon occurring when a stimulus alters the cell membrane potential of sensory perceptions.

2.1.3 Fashion Innovativeness

According to Goldsmith (1991) being one of the first to learn about and purchase new fashions is a sign of being innovative in the fashion industry. Numerous studies on fashion innovation disclose a lot about the characteristics, beliefs, and way of life of fashion-innovative customers. We may assume that fashion innovation and status seeking are related because fashion items are arguably the most prominent instances of goods consumed for status and new fashion has more status than last year's fashion (Lertwannawit & Mandhachitara, 2012). In order to comprehend the actions of fashion innovators and the process of fashion diffusion, fashion marketers, clothes theorists, and consumer psychologists are all conducting research on fashion innovativeness. After all, a distinct and significant portion of the clothing business is made up of fashion innovators. When these designs first enter the market, they are among the first consumers of new trendy clothing, and how they respond to new trends may determine whether such trends succeed or fail in the long run. A study by Flynn on fashion innovators among college students that suggested they do have a distinctive self-image served as the inspiration for our research. From (Goldsmith, 2000) reports that among US adult consumers, frequent purchasing is linked to fashion innovativeness, fashion opinion leadership, fashion awareness, exposure to fashion-related media, and participation with clothing.

2.1.4.. Perceived Quality

Perceived quality, according to Durianto (2011), is the customer's assessment of the general quality or superiority of a good or service in comparison to what the customer anticipates. The following are some advantages of creating a positive brand image for clients or consumers:

- When a consumer buys a product, one of their requirements is quality, which is highly significant. The likelihood of purchasing a product brand will rise with a positive first impression.
- In the eyes of consumers, perceived quality also helps in the process of brand differentiation.
- Producers have the chance to offer items at the best pricing to boost business earnings due to the perception of high quality.
- The distribution routes for products are significantly impacted by the perception of quality. If retailers, distributors, and product sellers have a positive perception of the product, they will be confident in distributing it.
- If a company wants to grow its brand, the perception of high quality will present opportunities. Utilizing an existing brand, businesses can develop new products.

Lupiyoadi and Hamdani (2009) state that there are a number of quality dimensions that can be used to examine the qualities of goods or services, including the following:

- Performance

Performance is a key feature of a product that encompasses brand, quantifiable characteristics, and individual performance elements. Various items often perform depending on the subjective preferences of company consumers, which are essentially universal. This has to do with how functionally sound an item is, which is also the key factor buyers take into account.

- Feature

A product's worth can be increased by adding extra features or privileges in the form of upgrades to the base model. Often assessed subjectively by each person (a client of a business), which reveals variations in the caliber of a good or service. This calls for a versatile character who can react to market trends. This feature is helpful for including fundamental capabilities linked to product development and choice.

- Reliability

The likelihood that a product will have a temporary non-functional issue is connected to reliability. When consumers are choosing a product, the state of the product gives them crucial information about its quality. This becomes even more crucial in light of the high replacement and upkeep costs that must be invested if the product in question is found to be unreliable due to damage or failure to function. A product's ability to consistently perform its intended function every time it is utilized within a specific time frame and under specific circumstances is referred to as reliability.

- Conformance

The degree to which the design and operating characteristics adhere to previously established criteria is known as conformity. The degree of accuracy, completion time, computation of errors that occur, unforeseen delays, and various other errors are used to assess a product's acceptability in the service business. This has to do with the degree of compliance to requirements that have already been chosen based on client preferences.

- Durability

Durability has to do about how long a product may be used. When a product is used or is frequently considered to reflect the economic size, what is the durability or useful life of an item, both the useful life of the final product and the economic life of the product when stored are included in this dimension. Technically, a product's durability is determined by how many uses a user can get out of it before the quality starts to deteriorate. Economically speaking, durability is defined as the number of uses a product may withstand before suffering deterioration and the choice to replace it.

2.1.5. Purchase Intention

Purchase intention refers to people who may, will, intend to, or are willing to purchase a good or service in the future. Based on Dodds on (Fitriana & Yulianti, 2016), an increase in purchase likelihood results from this rise in purchasing intent. Purchase intention is another crucial sign that can be used by researchers to predict consumer behaviour. Customers who are intending to make a purchase are committing to a brand and saying that it is good and positive. Consumers' eventual purchasing decisions are motivated by this said Fishbein quoted in (Fitriana & Yulianti, 2016) journal. The relationship between brand image and purchase intention is suggested by the fact that if a product has a positive reputation among the public, it is likely to be appealing and well-liked by the public. When a product has a positive brand reputation, individuals are more likely to recognize the brand and have purchase intentions—the desire to acquire a product because of that product's positive brand reputation. Kotler claims that a variety of beliefs about the brand make up the brand's image.

According to Aaker, brand image refers to "how consumers perceive the brand." According to Ajzen in (Komalasari et al., 2021) purchase intention or interest in buying signifies a tendency among consumers to buy a certain brand or take action in connection with purchases are gauged by levels of the consumer's likelihood of doing so. According to (Komalasari et al., 2021) purchase intention or interest in buying signifies a tendency among consumers to buy a certain brand or take action in connection with purchases are gauged by levels of the consumer's likelihood of doing so. It is possible to define purchase interest as a consumer's internal reflection on their intentions to purchase a variety of goods from a particular brand. Marketers actually need to understand consumer interest in certain products, and economists and marketers both utilize this information to forecast future consumer behaviour.

2.1.6..Buying Impulsiveness

Impulsive shopping is spontaneous shopping where the decision-making process is hurried and does not consider any information beforehand. Since a few years ago, it has become evident how important impulse purchases are to consumer behavior. Previous academic and professional research has demonstrated that, depending on the type of goods, between 40% and 80% of all purchases are made on impulse (Aragoncillo & Orús, 2018). Stern (1962) defined spontaneous buying as a purchase made by a consumer without prior conscious planning. According to Bong (2011), impulsive buying signs include the following: purchases made without prior planning, purchases made without considering the repercussions, purchases influenced by emotional states, and purchases influenced by alluring offers. Although several aspects of impulsive purchase behavior have been studied in the past, the authors contend that a deeper knowledge of the underlying inclinations that direct and shape such activity is necessary. Thus, the impulsive purchase tendency, a widely acknowledged factor causing impulsive action (Badgaiyan et al., 2016).

2.2..Hypothesis

According from the data that gathered, each variable had impact on others. Perceived quality mediates the success of purchase intentions from brand COO, sensory perception, and consumer personality characteristics. For conclusions:

H1 : Country of origin affects perceived quality

H2 : Fashion innovativeness affects purchase intention

H3 : Fashion innovativeness affects perceived quality

H4 : Impulsive buying affects purchase intention

H5 : Impulsive buying affects perceived quality

H6 : Perceived quality affects purchase intention

H7 : Sensory perception affects perceived quality

H8 : Country of origin moderates the effect of sensory perception to perceived quality

H9 : Country of origin moderates the effect of fashion innovativeness to perceived quality

H10 : Country of origin moderates the effect of impulsive buying to perceived quality

2.7 Research Model

From our research study, research model below represent the correlations of each hypothesis from our research :

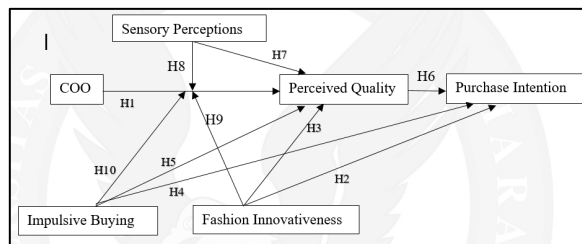


Figure 1 Research Model, Sources (Liu et al., 2021)

4. RESEARCH METHOD

3.1 Data Collection Method

According to (U. Sekaran & Bougie, 2011) observation, questionnaires, and interviews are research methodologies that are frequently used. For this research that targeted generation Z, data collection method is using survey by Google forms. Google Form serves as a tool for online surveys, facilitating real-time responses and immediate access to results. Its creation is intended to streamline data collection for research purposes. The questionnaire in the format of Google Form was disseminated through online channels such as Instagram and WhatsApp, enhancing the accessibility and reach of the survey. Surveys provide a structured approach to elicit responses to specific questions, enabling researchers to gain deeper understanding of their target audience. The collected data can then be analysed to identify trends, make informed decisions, and inform strategic planning. Effective survey design, careful selection of respondents, and thoughtful analysis of responses are essential to ensure the accuracy and reliability of the data, making surveys an invaluable tool for evidence-based decision making in today's data-driven world. (Sekaran & Bougie, 2016).

3.4 Reliability Test

Reliability encompasses various facets such as dependability, consistency, stability, predictability, and precision in research data (U. Sekaran & Bougie, 2011). When researchers refer to an individual as reliable, it signifies that their conduct can be anticipated, remains consistent, and is dependable across time – reflecting how they have acted previously, their current actions, and their expected behaviour in the future. Conversely, individuals deemed unreliable lack trustworthiness because their behaviour is marked by unpredictability and variability Shridhar (2020). In this study, a reliability assessment was conducted using Cronbach's alpha measurements, yielding a value of 0.7, consistent with established practices in replication research. The reliability test results can be summarized as follows:

- When the α value exceeds 0.7, it indicates the instrument employed in the study is considered reliable.
- If the α value falls below 0.7, it suggests that the instrument used in the research is deemed unreliable.

3.5 Validity Test

Validity in research pertains to the extent to which researchers effectively measure what they claim to measure (U. Sekaran & Bougie, 2011). Validity exists along a spectrum, and the probability of obtaining the required data increases as the instrument offers more reliable results. In essence, validity exhibits a range of intensity, and it's not a simple binary concept of either present or absent. Instead, these are qualities that span from high to very high on a continuum. Validity isn't directly quantified but rather inferred or evaluated based on the available evidence as cited by Covert & Colton (2015)

3.6 Partial Least Square (PLS)

Partial Least Squares (PLS) is a statistical technique used for modelling the relationship between sets of independent variables (X) and dependent variables (Y). It's commonly used in situations where you have a high number of predictors (independent variables) and potentially correlated or collinear variables. PLS regression is particularly useful in cases where traditional least squares regression methods may not be effective due to issues like multicollinearity or when the number of predictors is greater than the number of observations. The determination of the minimal sample size is one of the most essential problems with PLS-SEM. The PLS-SEM method, which allows for the estimation of complicated models with several constructs and indicators of variables, small sample sizes, and aberrant data, is frequently employed by researchers, according to (Hair et al., 2019)

5. Results and Discussion

From the questionnaire that was distributed to Pelita Harapan University students, family, friends, and social media including Instagram and TikTok the total number of respondents who participated was 286 respondents.

4.1 Validity Test

Through validity and reliability testing, 241 actual data have been acquired with the goal of analyzing the link between indicators and latent factors.

Table 1 Validity Convergent AVE

Variable	Average Variance Extracted (AVE)
Country of Origin	0.712
Fashion Innovativeness	0.632
Impulsive Buying	0.681
Purchase Intentions	0.717
Perceived Quality	0.703
Sensory Perception	0.647

Source: Data Processing (2023)

Table 1 presents the results of the convergent validity test through the Average Variance Extracted (AVE) values derived from data analysis on 241 actual-test respondents. The results show that all indicators are above 0.5, aligning with Ghozali's (2021) rule of thumb, which suggests a threshold above 0.5. In conclusion, all variables are deemed valid and can be further analyzed.

4.2 Reliability Test

In this research, reliability test can be analyzed through values of Cronbach's alpha and composite reliability.

Table 2 Reliability Cronbach's Alpha and Composite Reliability Test

	Cronbach's Alpha	Average Variance Extracted (AVE)
COO	0.866	0.712
Fashion Innovativeness	0.807	0.632
Impulsive Buying	0.884	0.681
Purchase Intention	0.901	0.717
Perceived Quality	0.892	0.703
Sensory Perception	0.820	0.647

Source : Data Processing (2023)

The Cronbach's alpha and composite reliability scores from the data processing findings on 241 real test responses are shown in Table 3. As a result, all of the composite reliability and Cronbach's alpha values are higher than 0.70. This value satisfies the guidelines for a solid composite reliability value, which is greater than 0.70, as well as the minimal value for Cronbach's alpha, which is 0.70 or 0.60 in explanatory research (Hair et al., 2019). Thus, it can be said that the established theory declares all actual research variables to be credible.

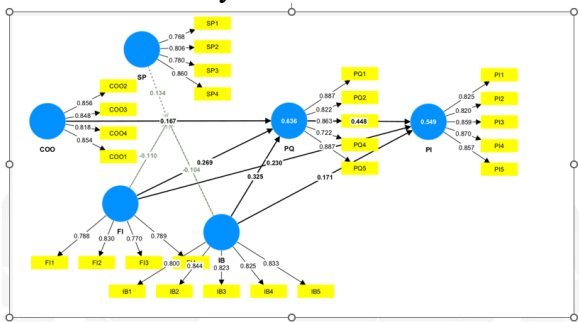


Figure 2 Result of Research

Table 3 Path Coefficient Test

		Original Sample	T Statistics	P Values	Explanation
H1	COO -> PQ	0.167	2.333	0.020	Accepted
H2	FI -> PI	0.230	3.260	0.001	Accepted
H3	FI -> PQ	0.269	4.487	0.000	Accepted
H4	IB -> PI	0.171	2.471	0.013	Accepted
H5	IB -> PQ	0.325	5.541	0.000	Accepted
H6	PQ -> PI	0.448	5.834	0.000	Accepted
H7	SP -> PQ	0.197	2.825	0.005	Accepted
H8	SP x COO -> PQ	0.134	2.070	0.038	Accepted
H9	FI x COO -> PQ	-0.110	1.793	0.073	Rejected
H10	IB x COO -> PQ	-0.104	1.832	0.067	Rejected

Sources: Data Processing (2023)

H1 : Country of Origin has a positive and significant effect on perceived quality.

The first hypothesis's path coefficient test findings indicate a positive original sample of 0.167, indicating a positive direction of the association between perceived quality and nation of origin. Subsequently, the t-statistics findings indicate a p-value of 0.020, which is less than 0.05, and a value higher than 1.65, 2.333. Thus, it can be said that perceived quality is positively and significantly impacted by the brand's country of origin. Thus, the first theory is agreed upon.

H2: : Fashion innovativeness has a positive impact on purchase intention.

The first hypothesis's path coefficient test findings indicate a positive original sample of 0.230, indicating a positive association between fashion innovativeness and purchase intention. Next, the t-statistics findings indicate that the p-value is 0.001, which is less than 0.05, and the value is 3.260, which is more than 1.65. Thus, it can be said that purchasing intention is positively and significantly impacted by fashion innovation. Thus, the second theory is agreed upon.

H3: Fashion innovativeness has a positive impact on perceived quality. The first hypothesis's path coefficient test findings indicate a positive original sample of 0.269, indicating a positive association between fashion innovativeness and perceived quality. Next, the t-statistics findings indicate that the p-value is 0.000, which is less than 0.05, and the value is 4.487, which is more than 1.65. Thus, it can be said that perceived quality is positively and significantly impacted by fashion innovation. Thus, the third theory is agreed upon.

H4: Impulsive buying has a positive impact on purchase intention. The first hypothesis's path coefficient test findings indicate a positive original sample of 0.171, indicating a positive association between impulsive buying and purchase intention. Next, the t-statistics findings indicate that the p-value is 0.013, which is less than 0.05, and the value is 2.471, which is more than 1.65. Thus, it can be said that purchase intention is positively and significantly impacted by impulsive buying. Thus, the fourth theory is agreed upon.

H5: Impulsive buying has a positive impact on perceived quality. The first hypothesis's path coefficient test findings indicate a positive original sample of 0.325, indicating a positive association between impulsive buying and purchase intention. Next, the t-statistics findings indicate that the p-value is 0.000, which is less than 0.05, and the value is 5.541, which is more than 1.65. Thus, it can be said that perceived quality is positively and significantly impacted by impulsive buying. Thus, the fifth theory is agreed upon.

H6: Perceived quality has a positive significant impact on purchase intention. The first hypothesis's path coefficient test findings indicate a positive original sample of 0.448, indicating a positive association between perceived quality and purchase intention. Next, the t-statistics findings indicate that the p-value is 0.000, which is less than 0.05, and the value is 5.834, which is more than 1.65. Thus, it can be said that perceived quality is positively and significantly impacted by purchase intention. Thus, the sixth theory is agreed upon.

H7: Sensory perception has a positive impact on perceived quality. The first hypothesis's path coefficient test findings indicate a positive original sample of 0.197, indicating a positive association between perceived quality and purchase intention. Next, the t-statistics findings indicate that the p-value is 0.005, which is less than 0.05, and the value is 2.825, which is more than 1.65. Thus, it can be said that perceived quality is positively and significantly impacted by sensory perception. Thus, the seventh theory is agreed upon.

H8: Country of Origin moderates by sensory perception has a positive impact on perceived quality. The first hypothesis's path coefficient test findings indicate a positive original sample of 0.134, indicating a positive association between country of origin moderated by sensory perception on perceived quality. Next, the t-statistics findings indicate that the p-value is 0.038, which is less than 0.05, and the value is 2.070, which is more than 1.65. Thus, it can be said that perceived quality is positively and significantly impacted by country-of-origin moderates by sensory perception. Thus, the eighth theory is agreed upon.

H9: The indirect effect of fashion innovativeness as a moderate's variable is not significant to perceived quality. The first hypothesis's path coefficient test findings indicate a negative original sample of -0.110. In the addition the p-value is 0.073 which is more than 0.05 and the t-value is

1.793, which is more than 1.65. So, it can be said that fashion innovativeness is insignificant to perceive quality.

H10: The indirect effect of buying impulsiveness as a moderate's variable is not significant to perceived quality. The first hypothesis's path coefficient test findings indicate a negative original sample of -0.104. In the addition the p-value is 0.067 which is more than 0.05 and the t-value is 1.832, which is more than 1.65. So, it can be said that buying impulsiveness is insignificant to perceive quality.

5, Conclusion

This research was conducted to test the direct relationship between country of origin and perceived quality on purchase intention by generation Z, as well as the indirect relationship which is moderated by sensory perception, fashion innovativeness, and impulsive buying. Based on the results of 241 respondents, it can be concluded from the research results as follows:

- Country of Origin has a positive and significant effect on perceived quality.
- Fashion innovativeness has a positive and significant effect on purchase intention.
- Fashion innovativeness has a positive and significant effect on perceived quality.
- Impulsive buying has a positive and significant effect on purchase intention.
- Impulsive buying has a positive and significant effect on perceived quality.
- Perceived quality has a positive and significant effect on purchase intention.
- Sensory perception has a positive and significant effect on perceived quality.
- Sensory perception moderates by country of origin have a positive and significant effect on perceived quality.
- Fashion innovativeness moderates by country of origin does not have significant effect on perceived quality.
- Impulsive buying moderates by country of origin does not have significant effect on perceived quality.

5.2 Theoretical Implications

This research is an adaptation of another study by (Liu et al., 2021) which tests the direct relationship between brand country of origin, fashion innovativeness, impulsive buying, and sensory perception to purchase intentions. Also moderation variable from sensory perception, impulsive buying, fashion innovativeness, and country of origin and mediation relationship by perceived quality to purchase intention. The results of this research strengthen research from (Liu et al., 2021) which shows similar results although some results have slight differences. Where there is a positive and significant direct relationship between country of origin to perceived quality, fashion innovations to purchase intention, fashion innovativeness to perceived quality, impulsive buying to perceived quality, perceived quality to purchase intention, sensory perception to perceived quality, and sensory perception mediates by country of origin to perceived quality.

Moreover, previous research has demonstrated that vision is the dominant sense when both vision and touch are used simultaneously (Ernst & Banks, 2002) as a result, the way consumers perceive things is influenced to a greater extent by sight than by touch. Although there are also negative and significant effect of fashion innovativeness moderates by country of origin to perceived quality and impulsive buying moderates by country of origin to perceived quality.

5.3 Managerial Implication

Drawing from the aforementioned findings, several implications can be gleaned that may offer valuable managerial insights and recommendations. The managerial implications of this research are specifically aimed at the leading fast fashion brand, namely Zara. Zara needs to pay attention to aspects such as country of origin, sensory perception, consumer personality including fashion innovativeness and impulsive buying, and perceived quality in order to make consumer purchase intention higher.

The actual action that businesses may do to boost consumer intention to buy is making better image for Zara's brand since consumer with only single sensory perception tends to purchase from well-known foreign brand that has reputations rather than local brand. Zara need to increase their brand awareness and electability for their future consumers believe about Zara's quality. Some of the actions to increase brand awareness are social media engagement, influencer collaborations, and community events.

In addition, to keep up with consumers that have high fashion innovativeness. It is imperative for brands like Zara to keep pace with consumers who exhibit high fashion innovativeness. These trendsetters are at the forefront of the industry, constantly seeking unique styles, forward-thinking designs, and eco-conscious choices. Zara, known for its agility in the fast fashion market, should prioritize staying connected to this consumer segment. This means not only adapting to their ever-changing tastes but also becoming a source of inspiration and innovation. By investing in sustainable and ethical fashion practices, experimenting with new materials, and actively engaging with these innovative consumers through feedback and collaborations, Zara can position itself as a dynamic and responsive brand, ensuring that it remains at the forefront of the fashion industry, while also setting an example for responsible and innovative fashion practices. In doing so, Zara can create a mutually beneficial relationship, where the brand inspires and is inspired by its high fashion innovativeness-oriented clientele.

In order to improve Zara's consumer purchase intention from impulsive buying. Here are several strategies that cater to spontaneous shopping tendencies:

- **Eye-Catching Displays:** Zara can enhance its in-store and online displays to captivate impulsive buyers. This includes using vibrant colors, attractive mannequins, and strategically placed promotions that draw immediate attention to certain products.
- **Limited-Time Offers:** Create a sense of urgency by offering limited-time discounts or promotions. Impulsive buyers are more likely to make a purchase when they feel that they might miss out on a great deal.
- **Convenient Checkout Process:** Streamline the checkout process, both in-store and online, to make it quick and easy for impulsive buyers. Mobile payment options and express checkout lanes in physical stores can reduce friction in the buying process.
- **Impulse Purchase Zones:** In physical stores, designate specific areas as "impulse purchase zones" with strategically placed items, usually at checkout counters. These products should be affordable and visually appealing, encouraging last-minute additions to the shopping basket.

To increase perceived quality that consumer gets from purchasing in Zara. Here are some strategies that Zara can employ to enhance its perceived quality among consumers:

- **Quality Control:** Implement stringent quality control measures to ensure that products meet or exceed customer expectations. Regularly assess the quality of materials, stitching, and overall craftsmanship to eliminate defects and inconsistencies.
- **Transparency:** Provide transparency regarding the sourcing of materials, manufacturing processes, and supply chain practices. This builds trust and conveys a commitment to quality control at every stage of production.
- **Consistency in Sizing:** Ensure consistent sizing across different products and collections. Inaccurate sizing can lead to dissatisfaction and returns, negatively impacting the perceived quality.

- Innovative Materials: Utilize innovative and high-quality materials in clothing lines. This includes natural and sustainable fabrics, advanced technologies for durability, and comfort-enhancing features.

5.4 Research Limitation

This study is subject to various constraints, which include the following :

- Exploring the realm of fast fashion along with its sensory marketing and strategic mechanisms is a relatively fresh and insufficiently explored area, offering numerous prospects for future research.
- The results of variable country of origin that moderates fashion innovativeness to perceived quality have negative results and not in accordance with the expected standard. This could happen because generation Z in Indonesia think that innovation in fashion and country of origin of the brand are not related to the perceived quality.
- The results of variable country of origin that moderates impulsive buying to perceived quality have negative results and not in accordance with the expected standard. This could happen because generation Z that has impulsive buying behaviour don't think that country of origin and perceived quality has impact on their impulsive purchase. It is purely because of their behaviour of impulsive buying and not modulates by any variable.

ACKNOWLEDGEMENTS

The researchers would like to thank to Office of Research and Publication (ORP) of Faculty of Economics and Business Universitas Pelita Harapan, Karawaci, Tangerang Indonesia for supporting the research.

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