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GENERATION XYZ's BRAND ATTITUDE AND PURCHASE INTENTION IN RESPONSE TO INTERNATIONAL FASHION BRANDS: UDONTHANI, THAILAND

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Abstract

The purpose of this study is to compare generation X, Y, and Z (Gen XYZ) in relation to their brand attitude and purchase intention toward international fashion brands and also to use independent and interdependent self-construal to investigate the influence of cultural differentiation on brand attitude and purchase intention in response to international fashion brands. An online survey was carried out with quota sampling and 400 valid surveys were collected in Udonthani. The results reveal that generations (X vs Y vs Z) have an insignificant influence on brand attitude in response to international fashion brands in that generations X vs Y and X vs Z are different in terms of purchase intention while

generation Y vs Z are not. Self-construal (independent and interdependent) also has significant influence on brand attitude and purchase intention. As a consequence, marketers and retailers of international fashion brands should pay attention to Gen XYZ consumers and those with different self-construal as they are unique in terms of international fashion brand consumption.

Keywords

Fashion Branding, International Branding, Brand Attitude, Purchase Intention, Generation XYZ, Self-Construal

1. Introduction

As the world is evolving, people's values, living standard, globalization, technology, and fashion also does. Fashion is an esthetic expression in a particular time, location, and precise context of shoes, ways of living, makeup, hairstyles, accessories, clothes as well as body sizes (Kaiser, 2018). Fashion is a huge competitive market, a creative and critical business as well as a significant expression of every generation's dream and anxiety. It is significant to understand the consumers and the market. To be successful and competitive within the fashion industry, it is important to effectively execute marketing activities (Bengtsson & Vilic, 2012).

International fashion brands are brands produced in a particular country but marketed in other countries like Thailand with the same brand name. Examples are Chanel, Louis Vuitton, Gucci, Zara, Topshop, Hennes & Mauritz (H&M), Forever 21, Dior, and Mango. International fashion brands have cheaper, affordable, and expensive brands. Asians believe that international fashion brands are a symbol of good taste and use them to define their identity and social status. Fashion has evolved and charmed many consumers from different generations like Generation XYZ (Vuong & Nguyen, 2018).

The main participants of this research are Gen XYZ. Gen X accounted for 27 % of Thai population while Gen Y was 28% (SCB, 2021). According to George Masnick of the Harvard Joint Center for Housing Studies, Gen X begins from 1965 to 1979 (Bump, 2014). Gen X are selective and include their mental capacity, emotions and their capability before making a purchase decision (Fan, 2018). Generation Y or Millennial by Howe & Strauss, (2000) are those born between 1980 and 1994. Generation Y are preoccupied with fashion brands and they are a significant group for purchasing fashion items (Valaei & Nikhashemi, 2017). Generation Z ~~are~~ born from 1995 to 2010 (Priporas et al., 2020) are the youngest and most populated consumer sector with regard to other generations from

2017 through to 2030. Gen Z views consumption as a crucial matter and an access instead of asset (Francis & Hoefel, 2018). The main objectives of the research were as seen below.

- To examine whether or not there is a comparison among Gen X Y Z in relation to their brand attitude and purchase intention towards international fashion brands.
- To use Markus & Kitayama, (1991) theory of independent and interdependent self-construal to investigate the influence of cultural differentiation between Gen X Y Z brand attitude and purchase intention in response to international fashion brands.

An extended review of literature shows that there have been no previous studies pertaining to Gen XYZ's brand attitude and purchase intention in response to international fashion brands in Udonthani, Thailand. So, this research attempts to contribute to the literature in international fashion brands by studying Gen XYZ brand attitude and purchase intention in Udonthani, Thailand. The result will provide some insight for fashion brand marketers and retailers on which generation to target more in Udonthani. It will equally contribute to international fashion brand marketers who want to penetrate the market in Udonthani and who are already present in the market and also want to maintain the loyalty of Gen XYZ their customers.

Finally, the structure of this research starts with background information on the content. Then, the literature in the areas of fashion brands, international branding, brand attitude, purchase intention, generation, and self-construal is reviewed. After that, we have the research methodology followed by data analysis. Finally, results, discussion, implications, limitations, suggestions for future research, and conclusion.

2. Literature Review

This paper focuses on Generation XYZ's brand attitude and purchase intention towards international fashion brands. This section defines and reviews the following variables; fashion branding, international branding, brand attitude, purchase intention, generation, and self-construal.

2.1. Fashion Branding: Fashion is a part of our society though the trends always change (Bengtsson & Vilic, 2012). Okonkwo, (2016) also states in his article that fashion is not just about clothes and accessories but is equally significant in shaping the lifestyle, culture, and identity of a nation. According to Hancock, (2009), fashion branding is the process by which designers, distributors, consumers, producers, strategists, creative directors, retailers, and fashion sellers form campaigns and give fashion attires a distinctive identity.

2.2. International Branding: International branding is an example of international communication among marketers and consumers from diverse cultures (Li, 2001). A broad definition of international branding is "the process of developing a firm's brand equity which leads to overseas customers' positive attitudes about the brand use (Melewar et al., 2007). For brands to move from one country to another, international fashion brand entrepreneurs should explore the religion, culture, values, beliefs and lifestyle of the target audience (Chanitphattana, 2017). International entrepreneurs are required to adopt the 7Ps (product, price, place, promotion, people, process, and physical evidence) principle and use it as a framework for building a booming marketing strategy that envelops every step involved in the buying process.

2.3. Brand Attitude: Fishbein & Ajzen, (1977) argued that attitude is the volume of influence for or against some object. Attitude toward the brand is an "individual's internal evaluation of the brand. Attitude is a renowned research topic in advertising/marketing studies for two purposes. Firstly, it is significant in predicting consumer behavior and secondly, a lot of theoretical frameworks based on the research of attitudes are accessible from social psychology researchers (Spears & Singh, 2004). Previous studies have discovered that Thai consumers from Generation XYZ had favorable attitudes toward international products and world brands. Sae-jiu, (2007) research entitled "Thai consumer perception and attitude towards foreign versus domestic apparel" suggested that Thais view international clothing brands as long-lasting, highly attractive, stylish, trending, and high-quality owing to the point that they come from high-tech, developed nations (Ponbamrungwong & Chandsawang, 2009). For this reason, Thai generation XYZ consumers may possess a huge drive to purchase international fashion brands.

2.4. Purchase Intention: According to Warshaw & Davis, (1985), purchase intention occurs when a consumer plans in advance to buy some particular products or services in the future which might or might not be accomplished based on the individual's ability to carry it out (Vuong & Nguyen, 2018). Intention is an important construct in marketing literature and companies use it to determine the sales of new products or the repurchase of existing products (Curvelo et al., 2019). Cronin Jr et al., (2000) suggested that intention influences consumers to purchase products or services and also share their experience with family and friends (Curvelo et al., 2019). By studying Gen XYZ's purchase intentions, marketers can better understand and determine their purchasing behavior (Haque et al., 2015).

2.5. Generation: Generation can be defined biologically as the average gap of time between the birth of parents and their offsprings (McCrindle & Wolfinger, 2010). A generation is a group of people who were born within the same period, have approximately the same age, lifestyle and are shaped by specific events, trends and developments (McCrindle & Wolfinger, 2010). Generations can be grouped into Builders, Baby Boomers, X, Y, and Z (McCrindle & Wolfinger, 2010). Gen X was born from 1965-1979 (McCrindle & Wolfinger, 2010). Members of this generation are pessimistic, enterprising, and independent. In terms of consumer behaviors, generation X purchases fast fashion depending on the product's quality, price, location, and promotion (Fan, 2018).

Generation Y also called Millennials by Howe and Strauss (2000) are those born between 1980-1994 (McCrindle & Wolfinger, 2010). They are relatively fashion-conscious, less price-conscious, enthusiastic to word–of–mouth reviews, passionate to test new things, and ready to spend two-thirds of their income on fashion goods (Gia Vuong & Tan Nguyen, 2018). Gen Y has a large market size with a huge buying power now and in the coming future (Knittel et al., 2016). Gen Z is principally born from 1995-2010 (McCrindle & Wolfinger, 2010). This generation is the youngest and most populated consumer sector across all the generations from 2017 until 2030 (Priporas et al., 2020). They care about the cost and its value and will even go as far as researching before spending on any product or service (Bump, 2021).

- **H1:** Generation influences brand attitude towards international fashion brands.
- **H2:** Generation influences purchase intentions towards international fashion brands.

2.6. Self-Construal: Self-construal (SC), according to Singelis, (1994), refers to "an individual's thoughts, feelings, and actions concerning relationships to others as well as the self as distinct from others" (Polyorat & Alden, 2005). Markus & Kitayama, (1991) point out two self-construal which are independent and interdependent. They stated that Europeans and Americans can be considered as independent self-construal (INDSC) individuals since they make meaning of the self as an individual and separate from others. On the order hand, East Asians are seen as interdependent self-construal (INTDSC) individuals because they show the self as connected to others and are determined by relationships with others (Cross et al., 2011). According to Wang & Chan, (2001), a person with INDSC is more concerned with the practical than the symbolic advantages of the brands. However, this is different with individuals with INTDSC. Escalas & Bettman, (2005) highlighted that the symbolic benefit of the brand is significant for individuals with INTDSC. From this regard, the theory

of independent and interdependent self-construal is an important strategy to understand consumers' attitudes towards purchasing international fashion brands (Kim & Zhang, 2015).

- **H3:** Self-construal influences brand attitude towards international fashion brands.
- **H4:** Self-construal affects purchase intentions towards international fashion brands.
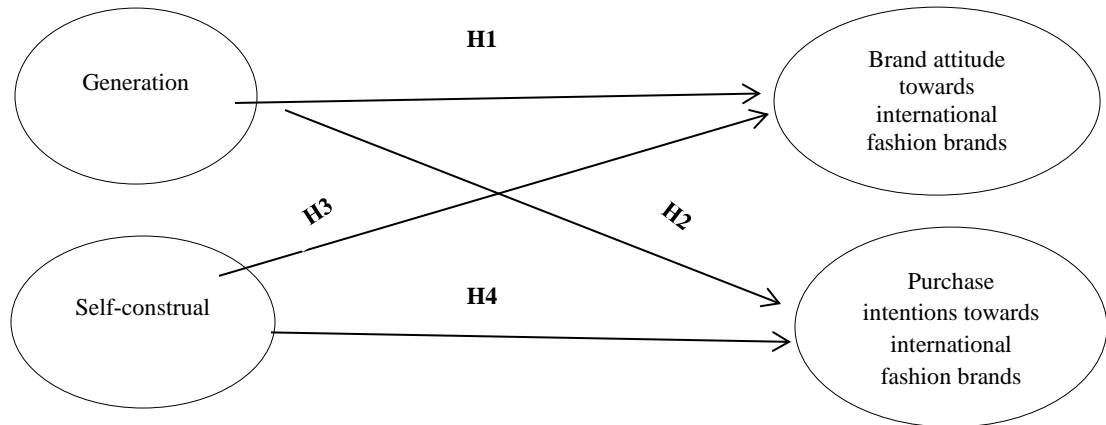

Figure 1: *Proposed Conceptual Model*

(Source: Authors' Illustration)

3. Methodology

Sample data was collected by online self-administered questionnaire (Google Forms) by using the quota sampling method. The population was divided into subgroups: one hundred respondents (Gen X), one hundred and fifty (Gen Y), and one hundred and fifty (Gen Z). The subgroups consisted of students, teachers, farmers, government and private personnel in Udonthani. Thailand from March to April. The required sample size was 400 and respondent age were over 16 years. Before the survey was distributed, 5 people from each generation pre-tested the survey to check for the clarity and understandability of the questionnaire. To enhance the accuracy and effectiveness of the survey measurements, and prevent favoritism in response, decreasing coverage, sampling, no response, and measurement mistakes, a proper research procedure was pursued before, during, and after the main survey (Priporas et al., 2020). The coverage mistake was managed by targeting only Gen X, Y, and Z residing in Udonthani.

The sampling formula of Yamane, (1960) was used to determine the sample size of the research. All of the original scales in English were translated into Thai. The 7-point Likert-type scale was used to measure the second part of the survey ranging from strongly disagree (1) to strongly agree

(7) (Bryman & Bell, 2011). Self-construal from Polyorat et al., (2013). For brand attitude from Ajitha & Sivakumar, (2019). Purchase intention scales were adapted from the study of Hussain et al., (2021).

The questionnaire was presented to experts for suggestions and improvement as a way of testing its validity. The reliability value was calculated by using Cronbach's alpha, to check the internal consistency within the questionnaire items. First, the researcher started by writing a letter requesting permission to conduct the study in advance before going to do the pre-test and the post-test. The result of the pretest reviewed that the INDSC scale with five items (α = .826) and the INTDSC scale with four items (α = .833) was found reliable. Similarly, the brand attitude scale with six items (α = .915) and the purchase intentions scale with four items (α = .958) was equally found reliable. Then, the researcher continued to collect the real data for 400 respondents excluding those from the pretest. The researcher administered statistical analyses using the statistical software IBM SPSS Statistics. ANOVA and regression analysis were used to analyze the influence of independent variables on the dependent variables (Utbys Nerac & Niemi, 2021).

4. Results

In this chapter, the researcher shows a complete result of 400 questionnaires received from online self-completed surveys and analysis of this research.

4.1. Demographic and Respondents Characteristics: The result shows that most respondents were females with 74.2 %. Generation Y and Z had an equal percentage of 37.5. The highest number of respondents were those with a bachelor's degree (50.7%). Most respondents were teachers (35.3%). An overall value of the level of interest in fashion from 400 respondents shows a mean value of 5.35 meaning their level of interest is high.

Table 1: *Demographic Characteristics*

Items	Categories	Frequency	Percentage (%)
Gender	Male	103	25.8
	Female	297	74.2
Year of birth	Gen X	100	25.0
	Gen Y	150	37.5
	Gen Z	150	37.5
Education	Junior high school	10	2.5
	High school	42	10.5

	Vocational certificate	25	6.3
	High vocational certificate	80	20.0
	Bachelor's degree	203	50.7
	Master's degree	39	9.8
	Professional Degree	1	0.3
Occupations	Certificate student	5	1.3
	Diploma student	90	22.5
	Bachelor's degree student	26	6.5
	Teacher	141	35.3
	College personnel	57	14.2
	Agriculture	8	2.0
	Private sector	36	9.0
	Government official	37	9.3

(Source: Authors' Illustration)

4.2. Descriptive Statistics and Reliability: Means, standard deviations, reliabilities, and results in the form of Cronbach's alpha are summarized in Table 2. The reference reliability accepted with Cronbach's alpha is greater than .70 (Hair et al., 2019). All the scales showed Cronbach's alphas higher than .70 suggesting acceptable reliability.

Table 2: *Descriptive Statistics and Reliability*

Constructs	No. of items	Alpha (α)	Mean	SD
Independent self-construal	5	.797	5.82	.93
Interdependent self-construal	4	. 832	4.72	1.38
Brand attitude	6	. 919	4.43	1.56
Purchase intentions	4	. 960	4.51	1.75

(Source: Authors' Illustration)

4.2.1. Hypotheses Testing:

- **H1:** Generation influences brand attitude towards international fashion brands.

The hypothesis tests if generation influences brand attitude towards international fashion brands. The one-way analysis of variance (ANOVA) was used to determine whether there were significant differences among the means of the three generations (Gen XYZ) in terms of brand attitude towards international fashion brands. The differences among Gen XYZ were not statistically

significant as demonstrated by one-way ANOVA (F (2,397) = 1.555, p = .212). Table 3 summarizes One-way ANOVA results. Hypothesis 1 is rejected.

Table 3: *Impact of Generation - One-Way ANOVA*

Independent Variable								
	Gen X		Gen Y		Gen Z		F	Sig.
Dependent Variable	Mean	SD	Mean	SD	Mean	SD		
Brand attitude	4.21	1.67	4.46	1.46	4.56	1.58	1.555	0.212
Purchase intention	4.00	1.88	4.56	1.61	4.79	1.73	6.416	0.002

*Significant at p<0.05,

(Source: Authors' Illustration)

Table 4: *LSD of Generation XYZ to Purchase Intention*

GROUP	Gen X	Gen Y	Gen Z
Gen X			
Gen Y	.55417* (.013)		
Gen Z	.79083* (.000)	.23667 (.235)	

(Source: Authors' Illustration)

- **H2:** Generation influences purchase intention towards international fashion brands.

To test this hypothesis, ANOVA was used to determine whether there were significant differences among the means of Gen XYZ about their purchase intention towards international fashion brands. The results (F (2,397) = 6.416, p <.002) in table 3 reveal a statistically significant difference among Gen XYZ. Post hoc comparisons with the LSD test were used to analyze pairwise differences among group means. The test indicates that the result of the purchase intention level of Gen X is statistically lower than Gen Y and Gen Z with mean difference values of .554 and .791 respectively as seen in table 4. However, no significant differences were detected between Gen Y and Gen Z. Therefore, hypothesis 2 is accepted.

- **H3:** Self-construal influences brand attitude towards international fashion brands.

Self-construal influences brand attitude towards international fashion brands (H3). To test this hypothesis brand attitude for international fashion brands is regressed on INDSC and INTDSC. As seen in Table 5, these two types of self-construal: independent self-construal (β =0.166, t=3.709,

P<.01) and interdependent self-construal (β =0.421, t=9.418, P<.01) significantly influence brand attitude. Hypothesis 3 is accepted.

Table 5: *Multiple Regression Results*

Dependent Variable				
	(1)Brand attitude		(2)Purchase Intention	
Independent Variable	β	*t*-value	β	*t*-value
Independent self-construal	0.166	3.709	0.169	3.485
Interdependent self-construal	0.421	9.418	0.212	4.38

(Source: Authors' Illustration)

Note: p<.05; p<.01; p<.001

(1): F(2,397) = 57.175; p<.001; R2 = .224; Adjusted R2 = .220.

(2): F(2,397) = 18.129; p<.001; R2 = .084; Adjusted R2 = .079.

- **H4:** Self-construal affects purchase intentions towards international fashion brands.

To test if self-construal also affects purchase intention towards international fashion brands (H4), purchase intention is regressed on INDSC and INTDSC of international fashion brands. Table 5 reveals that independent self-construal (β=0.169, t=3.485, P=.01) and interdependent self-construal (β =0.212, t=4.38, P<.01) influence purchase intention. Hypothesis 4 is accepted.
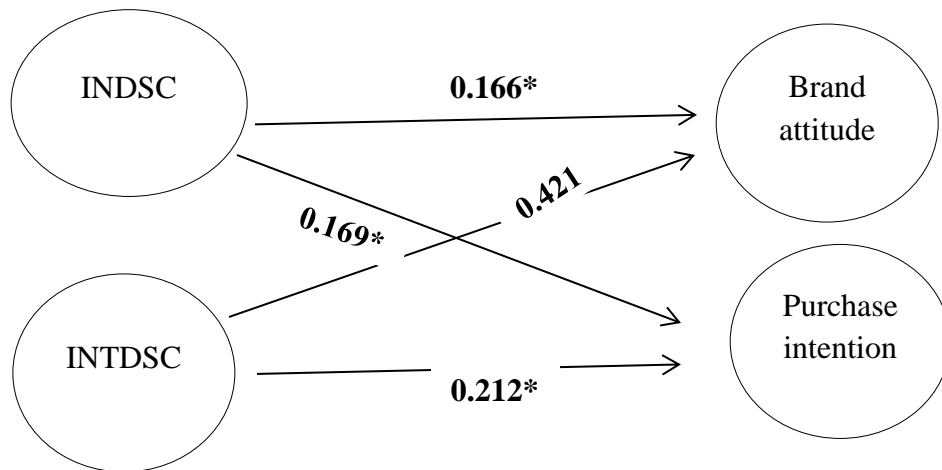

Figure 2: *Multiple Regression Results*
(Source: Authors' Illustration)

5. Discussion

The results indicate that for international fashion brands in Udonthani, generations (X vs Y vs Z) have an insignificant influence on brand attitude. On the other hand, generations X vs Y and

X vs Z have significant influences on purchase intention while generation Y vs Z do not. This means that Gen Y and Z have the same intention to purchase international fashion brands as compared to Gen X. Self-construal (INDSC and INTDSC) also has a significant influence on brand attitude and purchase intention.

Our **H1** states that generation influences brand attitude towards international fashion brands. But our findings show an insignificant result. This implies that Gen XYZ consumers in Udonthani did not show different attitudes towards international fashion brands and they perceived it positively. The result thus suggests that international fashion brands are a symbol of social status to Thais and this is supported in the existing literature (Masayavanij, 2007; Ponbamrungwong & Chandsawang, 2009; Sae-jiu, 2007). Businesses could spend their budget on the same strategy among Gen XYZ in Udornthani. Therefore, businesses should still be marketed based on generation to boost the purchase intentions among these groups.

H2 which predicted that Generation XYZ influences the purchase intention of international fashion brands was supported partially by the findings. Generations X vs Y and X vs Z influence purchase intention. Based on the result, Gen Y and Z has a higher difference in purchase intention for international fashion brands than Gen X. This could be because Gen Z has a higher spending power as compared to other generations (Autumnfair, 2022). They also spend their money on clothes, beauty products, and experiences as supported by Autumnfair, (2022). Gen Y shopping is considered entertainment and a nice leisure activity (Petra, 2016). So, a non-skippable video advertisement is the most essential advertising style for Gen Z. Promotions such as discounts may be effective for both Gen Y and Z.

For **H3** and **H4** in this study, independent self-construal and interdependent self-construal were significant factors that influence brand attitude and purchase intentions towards international fashion brands. According to Polyorat & Alden (2005), conserving or losing honor or social respect and status is a crucial matter for Thai consumers. From the analysis, INTDSC has a higher impact. This could be because most Thai people are INTDSC that is, they are more likely to be with groups and relationships. The result supports the (Sae-jiu, 2007) study that Thai consumers had an overall positive attitude toward foreign brand apparel. The study of Wang & Chan (2001), and Escalas & Bettman (2005), stated that INTDSC consumers are more concerned with the symbolic benefit of a brand. Based on the findings, international fashion brands are a symbol of social status to them. The researcher, therefore, suggests fashion brand marketers market with INTDSC as the main target

because they have a higher attitude and intention to buy. The results are similar to previous studies among Asian and Western nations. The fashion brand should plan strategy by communicating with social appeal, and relationship appeal to increase their intention to buy.

5.1. Theoretical Implication: This research provides theoretical and managerial contributions to the areas of international fashion marketing. Based on theoretical implications, generations have different motivations, decision-making, shopping habits, consumer behaviors, traits, and lifestyles and this study supports this view. The study of Cornelius II, (2018) also indicates that these generations are different from each other. The result also found that Gen XYZ has the same attitude towards international fashion brands and this is related to the study of Masayavanij, (2007) that Thai consumers from Generation XYZ had favorable attitudes toward international products and world brands. This study of Gen XYZ is needed and it will contribute to business and marketing theories and practices, especially in terms of market segmentation and targeting.

This study has added to the cross-cultural consumer behavior sector by using Markus and Kitayama's theory of INDSC and INTDSC to study Gen XYZ brand attitude and purchase intention in response to international fashion brands in Udonthani. Both INDSC and INTDSC influence brand attitude and purchase intention of international fashion brands but INTDSC shows a higher beta value as compared to INDSC. This implies that they purchase international fashion brands because they want to be linked to others and accepted by others meaning enhance connectedness as supported by the study of Cross et al., (2011) and Polyorat & Alden, (2005). This research also supports the study of Escalas & Bettman, (2005) who stated in their study that the symbolic benefit of the brand is significant for individuals with INTDSC and our result shows that an international fashion brand is a symbol of social status for Gen XYZ.

This study also identified the new research area of generation, self-construal, attitude, and purchase intention in the contexts of international fashion brands and contribution in the context of expansion to Udonthani.

5.2. Managerial Implication: Based on managerial implications, this study shows marketers significant information about Gen XYZ and self-construal. A distinct customer profile can be addressed, generating better economic performance for the fashion company. According to the research results, the customer profile to target should be Gen Y and Z because of their high perspective and desire to purchase international fashion brands. These study results provide important implications to international fashion brand retailers by showing that one generation does not fit all

and one strategy does not fit all markets. Marketers should add messages like "promo" or "discount" in their advertising for Gen X. Since Gen Y and Z have similar purchase intentions, marketers may set up a campaign of product trying, or use statements like "Try our products and be a smart person".

This study helps international fashion brand marketers to understand the similarities and differences in consumer values in different generations and formulate marketing strategies to boost revenue. The results supported that Thais are more INTDSC and so they will more likely prioritize being with groups and relationships. The researcher suggests fashion brand marketers should design marketing strategies like advertisement under the theme of relationship and group to improve sales revenue.

6. Conclusion

This study reveals that generations (X vs Y vs Z) have an insignificant influence on brand attitude. Generations X vs Y and X vs Z significantly influence purchase intention while Generation Y vs Z does not. Therefore, Gen Y and Z have the same intention to purchase international fashion brands as compared to Gen X. For instance, Autumnfair (2022) stated that Gen Z has a higher spending power as compared to other generations. Valaei & Nikhashemi (2017), also mentioned that Gen Y are preoccupied with fashion brands and they are a significant group for purchasing fashion items Self-construal (INDSC and INTDSC) also has a significant influence on brand attitude and purchase intention as supported by the study of Sae-jiu (2007), that Thai consumers had an overall positive attitude toward foreign brand apparel. Even though this study provides theoretical and managerial implications, future research is recommended to reapprove and expand the study.

The limitations of this research can be seen as a foundation for future studies. The findings in this study provide an excellent starting point for further scientific research. This research only studied the brand attitude and purchase intention in the international fashion brand context, Future studies could expand the knowledge of brand image or brand communication. More so, other types of research methods like focus groups and qualitative research could also be used especially interviewing the target group to gain a better understanding of the subject matter. Further research could also be done to a comparison between some other countries' consumers in which they are seen to have a significant influence on the consumption of international fashion brands.

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