

Male Gen Z Shopping Behavior towards Sports Shoe Products in Palembang

Pebriandi, Sulaiman Helmi & Muji gunarto

Universitas Bina Darma, Indonesia

Email: sulaimanhelmi@binadarma.ac.id

Abstract

Behavior shop consumer Generation Z, in particular man, has experience significant changes, especially with influence technology and social media are very dominant. Research This aiming For explore behavior Gen Z men shopping to product shoe sports in the city of Palembang. Using approach qualitative with method studies case, research This involving 17 participants Gen Z men who have buy or show interest to shoe sports. Data collected through semi- structured interviews, observation, and analysis document For understand factors that influence decision purchases, such as social media influence, preferences design and quality, as well as factor price. Research results show that social media influence and influencer recommendations have significant impact in decision purchase, followed by with consideration price and quality products. Gen Z also tends to choose online shopping because convenience access and discounts offered. Research This give outlook important for marketer in design more marketing strategies relevant and effective For interesting attention Gen Z consumers in the shoe market sport.

Keywords: Behavior Consumers, Generation Z, Sports Shoes, Social Media, Influencer Influence, Online Shopping, Digital Marketing, Price, Quality.

1. Introduction

Consumer shopping behavior continues to change with the times. Generation Z, known as digital natives, has a mindset and habits that are heavily influenced by technology and social media. This generation, especially men, is an interesting market segment to study, especially in relation to products that are relevant to their lifestyle, such as sports shoes. In the city of Palembang, which is one of the big cities in Indonesia, the shopping behavior of Gen Z men for sports shoe products shows interesting dynamics to explore further.

Sports shoes are not only used for physical activities, but also become part of lifestyle and self-identity. This is influenced by several factors, such as brand influence, fashion trends, social media, and recommendations from online communities. Studying the shopping behavior of Gen Z men is important to understand how these factors influence their purchasing decisions. In addition, understanding this consumer behavior can help sports shoe industry players to design more effective marketing strategies.

The urgency of this research lies in the increasing competition in the sports shoe market, both from local and global brands. Palembang City, as the center of economic and social activities in South Sumatra, is a significant competitive field for various sports shoe brands. In this context, an in-depth understanding of the preferences and behavior of male Gen Z consumers is needed to identify market opportunities and create competitive advantages. If there is no effort to understand this segment, companies risk losing relevance in the eyes of young consumers who have great power in shaping market trends.

This study uses the consumer behavior theory approach as the main foundation. According to consumer behavior theory, purchasing decisions are influenced by a combination of internal factors (such as attitudes, motivations, and perceptions) and external factors (such as social environment, culture, and technology). In the context of Gen Z, external factors such as social media and popular culture have a significant influence. In addition, Maslow's hierarchy of needs theory is also relevant in understanding their motivations, where the need for self-actualization through style and identity is often the main driver in choosing a product.

Thus, this study aims to provide in-depth insight into the shopping behavior of Gen Z men towards sports shoe products in the city of Palembang, so that it can provide both academic and practical contributions in the fields of marketing and product development.

2. Literature Review

Consumer behavior has been a subject of extensive research in marketing, focusing on the various factors that influence purchasing decisions. According to Kotler and Keller (2022), consumer behavior encompasses the processes individuals go through to select, purchase, use, and evaluate products or services to meet their needs. In the context of Generation Z, research highlights that this generation has unique characteristics such as dependence on technology, sensitivity to social values, and a preference for personalized experiences (Fromm & Read, 2023). A deep understanding of these behavioral patterns is essential to identifying relevant marketing strategies.

Social media has become one of the most dominant external factors in influencing Gen Z consumer behavior. Research by Duffett (2022) shows that social media is not only a communication platform, but also an effective marketing tool to shape brand perceptions and consumer preferences. Gen Z tends to seek product information and recommendations through influencers, online reviews, and creatively packaged content. In the context of sports shoes, social media can be a means to create visual appeal and strengthen brand identity.

Consumer behavior theory also emphasizes the importance of motivation in purchasing decisions. Maslow (2023) through the hierarchy of needs theory, explains that individuals are motivated to buy products based on their level of need, from physiological needs to self-actualization. For Gen Z, the need for self-actualization is often reflected in product choices that show identity and lifestyle. Sports shoes not only serve as a functional need but also as a status and style symbol, making them attractive to this segment.

In addition, research related to purchasing behavior also includes an analysis of the role of culture and fashion trends. According to Solomon (2023), fashion trends can influence consumer product preferences through design innovation, brand collaborations, and the use of celebrities as ambassadors. In the sports footwear market, collaborations between well-known brands and famous figures or athletes often create additional appeal for Gen Z. This factor highlights the importance of storytelling elements in marketing products to this segment.

Previous empirical research also shows that perceived value is a major determinant in Gen Z purchasing decisions. A study by Sharma and Klein (2023) revealed that this generation tends to consider the balance between price and product quality, as well as the social impact of their choices. In the athletic footwear industry, brands that promote sustainability values, such as the use of environmentally friendly materials or social responsibility campaigns, tend to get more attention from young consumers.

Based on this literature review, it can be concluded that Gen Z male shopping behavior towards sports shoe products is influenced by a combination of technological, motivational, cultural, and perceived value factors. This insight provides a strong theoretical basis for understanding market dynamics and designing more effective marketing strategies.

3. Research Method

This study uses a qualitative approach with a case study method to explore the shopping behavior of Gen Z men towards sports shoes in Palembang. The case study method allows for an in-depth understanding of the specific factors that influence this demographic's purchasing decisions in a real-life context. The following are the main elements of the research methodology:

Research Design. This study uses a case study design to analyze the shopping behavior of male Gen Z. This approach is suitable for gaining in-depth insights into the motivations, preferences, and external influences that shape consumer behavior in a specific geographic and demographic context.

Population and Sample. The target population is male consumers of Gen Z (born between 1997 and 2012) who live in Palembang and have purchased or shown interest in sports shoes. Purposive sampling technique was used to select participants who met the inclusion criteria. A total of 10 participants were selected to provide diverse perspectives in the case study analysis.

Method of collecting data

Interviews: Semi-structured interviews were conducted with participants to gather in-depth insights into their shopping behavior, brand perceptions, and the role of external influences such as social media.

Observation: Observational data was collected in retail environments and online shopping platforms to contextualize participant responses and identify behavioral patterns.

Document Analysis: Relevant documents, such as advertisements, social media content, and brand campaigns, are analyzed to understand their impact on consumer preferences.

Data Analysis Techniques. Data were analyzed using thematic analysis. Interview transcripts, observation notes, and document reviews were coded to identify recurring themes and patterns. The analysis focused on understanding the relationship between individual motivations and external factors in shaping purchasing behavior.

Ethical Considerations. This study complies with ethical research standards. Participants were provided with a consent form explaining the purpose of the study, confidentiality of data, and their right to discontinue participation at any time. All data were anonymized to protect the identity of participants.

Interview indicator table

<i>Aspect</i>	<i>Indicator</i>	<i>Question</i>
<i>Motivation</i>	Reasons to buy sports shoes	What is your main reason for purchasing sports shoes?
<i>Preference</i>	Brand, model and color preferences	What brand, model, or color of sports shoes do you usually choose?
<i>The Influence of Social Media</i>	The role of influencers and advertising on social media	How much influence does social media, such as advertising or influencers, have on your decisions?
<i>Price Factor</i>	The influence of price on purchasing decisions	How does price influence your choice in purchasing sports shoes?
<i>Satisfaction</i>	Level of satisfaction after purchase	How satisfied are you with the sports shoes you have purchased?
<i>Shopping Habits</i>	Purchase place preference (online / offline) and frequency	Do you prefer to buy sports shoes online or offline ? Why?
<i>Product Added Value</i>	Additional features that are considered important	What additional features do you consider important when choosing sports shoes?

Interview data

A total of 17 participants were involved in this interview, which provided perspectives on the shopping behavior of Gen Z men for sports shoes in Palembang. The following data provides insight into their motivations, preferences, and external factors that influence their purchasing decisions:

"Modern design is the main attraction for me. Recommendations from influencers on social media often influence my choices, especially if they use the product in their content." (AR, 22 years old)

"The quality and design of a well-known brand are the main reasons I choose a particular shoe. However, I always compare prices first before deciding to buy." (FH, 21 years old)

"I like shopping online because there is more variety, and there are often big discounts. This really helps me choose products that fit my budget." (NR, 20 years old)

"For me, price is the main factor. Local brands are often my choice because their quality is not inferior to international brands, but with a more affordable price." (MA, 23 years old)

"The trends among my friends greatly influence my choices. Usually, I buy shoes that are popular or widely used by my friends." (WD, 19 years old)

"Comfort is my top priority. I prefer to try shoes directly in a physical store to make sure they fit and are comfortable to wear." (RH, 22 years old)

"As an athlete, I need shoes with additional technology to support my performance. Factors such as shoe material also greatly affect durability." (SS, 20 years old)

"I always choose shoes with high-quality materials so that they last. Product warranties from certain brands are also an added value for me." (IK, 21 years old)

"Shock absorption feature is very important for me who often exercise. Usually, I prefer to buy shoes in physical stores." (HL, 24 years old)

"Ergonomic design that is comfortable to wear for both sports and casual activities is a major factor for me. User reviews are also very helpful in making my decision." (AD, 23 years old)

"I often take advantage of discounts or promotions when shopping online. Digital advertising campaigns are very effective in attracting my attention." (SB, 22 years old)

"Before buying, I always check the product reviews and ratings to ensure its quality." (DF, 19 years old)

"I feel more satisfied buying shoes offline because I can try them on directly. In addition, the store service also affects my shopping experience." (YN, 20 years old)

"Interaction with the store staff helps me choose shoes that suit my needs. I often buy shoes for daily sports." (GP, 21 years old)

"Unique designs and bright colors that reflect my personality are what I look for. I think premium prices usually equate to product quality." (AM, 23 years old)

"I support local brands that offer quality at affordable prices. Usually, I look for recommendations from the online community before buying." (TK, 22 years old)

"Multifunctional, modern-style sports shoes are my top choice. I use them not only for sports, but also for casual activities." (EP, 21 years old)

4. Findings and Discussions

Based on data obtained from interviews with 17 participants, various factors were found that influence the shopping behavior of sports shoes by Gen Z men in Palembang. Here are the main findings and their analysis:

Social Media Influence and Influencers. Most participants stated that social media, especially influencers, have a big influence on their purchasing decisions. As stated by AR (22 years old), "Recommendations from influencers on social media often influence my choices, especially if they use the product in their content." This shows that Gen Z tends to seek social validation through recommendations from individuals they consider influential on social media. This is in line with the findings of Duffett (2022) who stated that social media is not only a communication platform, but also an effective marketing tool to influence consumer preferences. Therefore, sports shoe brands need to consider collaborating with influencers to expand their market reach.

The Role of Price and Quality. The high attention to price is evident in the interview results. Participants such as MA (23 years old) said, "Price is the main factor. Local brands are often

my choice because their quality is not inferior to international brands, but at a more affordable price." This shows that although quality is an important factor, male Gen Z is more likely to choose products that provide the best value for their money, especially in terms of price. This supports the findings of Sharma and Klein (2023) that Gen Z considers the balance between price and product quality. Sports shoe brands, both local and international, need to adjust their pricing strategies to attract more cost-sensitive consumers.

Online Shopping Preferences and Discounts. Most participants prefer to buy sports shoes online, citing the ease of comparing prices and getting discounts. NR (20 years old) said, "I like shopping online because there is more variety, and there are often big discounts." This phenomenon indicates that Gen Z is more comfortable shopping online because they can take advantage of promotions and discounts often offered by online shopping platforms. This underscores the importance of having an efficient online channel for sports shoe brands, as well as marketing strategies based on discounts and attractive offers to attract Gen Z.

Design and Comfort Factors. The design of sports shoes is one of the main factors in Gen Z male purchasing decisions. For example, AR (22 years old) emphasizes the importance of "modern design as the main attraction," while RH (22 years old) focuses more on comfort. The combination of visually appealing design and comfort when used is something that is highly considered by Gen Z. This is in accordance with the findings of research by Solomon (2023), which shows that fashion trends and product design play a major role in influencing consumer product preferences. Therefore, sports shoe brands need to pay attention to both of these aspects to meet the expectations of young consumers.

The Role of Community and Friend Recommendations. Several participants stated that they tend to buy shoes that are popular or trending among their friends. WD (19 years old) said, "The trend among my friends greatly influences my choice." This shows that social communities, whether directly through friends or through online communities, have a significant influence on product choices. As a result, marketing strategies that focus on building communities or based on recommendations from friends can be effective in reaching this market segment.

Product Features to Look For. Additional features such as shock absorption technology or high-quality materials were key considerations for some participants, especially those who were more physically active. SS (20 years old) stated, "As an athlete, I need shoes with additional technology to support my performance." This highlights the importance for sports footwear brands to offer products with technical features or functional advantages that are relevant to the needs of physically active consumers.

The Influence of Social Values and Sustainability. Some participants also showed a preference for brands that support social values and sustainability. For example, IK (21 years old) said, "I always choose shoes with high-quality materials so that they last. The product warranty from a particular brand is also an added value for me." This shows that Gen Z, in addition to paying attention to price and quality factors, is also increasingly paying attention to aspects of sustainability and corporate social responsibility in choosing products.

5. Conclusion

This study provides in-depth insights into the shopping behavior of male Gen Z towards sports shoes products in the city of Palembang. Based on the findings obtained, it can be concluded that the purchasing behavior of male Gen Z sports shoes is influenced by external factors such

as social media, the influence of influencers, price, quality, design, and preferences for comfort and additional features. Gen Z is also more likely to shop online to take advantage of discounts and attractive offers, and they are highly influenced by trends among friends and recommendations from online communities.

However, this study has several limitations that need to be considered:

Sample Limitations : This study only involved 17 participants from the city of Palembang, which may not represent the entire population of Gen Z men in Indonesia. Therefore, the results of this study should not be generalized widely without further research in other areas.

Qualitative Approach : The qualitative case study method used in this research allows for in-depth understanding of individual motivations and preferences, but cannot describe broader or quantitative behavioral patterns across the Gen Z male population.

Time and Context Limitations : This research was conducted in a limited time and focused on sports shoes in the city of Palembang, which may have different market characteristics compared to other cities or other countries. Therefore, these findings are contextual and cannot be fully applied to the global market or even other cities in Indonesia.

Unmet External Factors : While this study addresses the influence of social media and online communities, there are many other external factors that may influence purchasing decisions, such as economic conditions or broader market conditions, that were not fully explored in this study.

In the future, further research can be conducted by expanding the sample across major cities in Indonesia, as well as using a quantitative approach to test these findings more broadly. Additional research can also explore the influence of other factors such as the economic environment, digital marketing campaigns, and product sustainability on Gen Z purchasing decisions.

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