

Behavior of Generation Z in Buying Local Products of Cullinary and Fashion Based on Theory of Planned Behavior

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ABSTRACT

This study aims to determine the development of the behavior of Generation Z in buying local products in the field of food and clothing in the digital technology era and to find out which factors of attitude, subjective norms, and behavioral control have the most influence on Generation Z buying local products in the field of food and clothing. This study uses a quantitative approach based on the concept of Theory of Planned Behavior with analysis based on Confirmatory Factor Analysis (CFA) and Structural Equations Modeling (SEM). The results of this study are that attitudes, subjective norms and behavioral control have a positive effect on the intention of generation Z and behavioral control and behavioral intention also have a positive effect on the behavior of generation Z to buy local products in the food and clothing sector. The variable that has the most influence on the intention of generation Z to buy local products in the food and clothing sector is the subjective norm with the largest coefficient value of 0.83.

Kata Kunci: Behavior of Generation Z, Local Product, Cullinary, Fashion, Theory of Planned Behavior