THE MARKETING DIRECTIONS OF TWO FASHION RETAILERS IN
JAKARTA, INDONESIA
A STUDY IN ZARA AND THE EXECUTIVE SHOPPERS
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Abstract

Objective. This study was conducted to determine the role of brand image and quality marketing orientation variables towards fashion attributes of shoppers in two selected fashion retail stores in Jakarta to satisfy the target market. The objective of the study was accomplished through research that was adapted from the study by Andrew J. Newman and Darshika Patel (2004) done in United Kingdom.

Method. Adapting the method by Andrew J. Newman and Darshika Patel (2004), the questionnaires were distributed to 300 samples of young professional fashion shoppers within the area of Jakarta and its surroundings. Data were then analyzed using factor analysis, descriptive analysis – frequency, cross tabulation, correlation – bivariate, and cronbach alpha.

Results. 300 questionnaires were returned. Out of the demographic variables; gender, age, occupation, education background, residence, income, expense, expense for fashion attributes, purchasing place, store perceptions and store attributes were significantly associated to the marketing directions of fashion retailers.

Conclusion. Zara and The Executive have a different target market, retail market and competitive advantage. The findings shown the differences of both fashion retailers. Several recommendations

Key words. Fashion industry, Market orientation, Marketing strategy, Brand image, Consumer behaviour, Factor analysis.