

YOUNG-ADULT FASHION COSTUMER PSYCHOGRAPHICS SEGMENTATION; BANDUNG CASE STUDY

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Abstract. Fashion had becomes one business commodity that promise high potential revenue for fashion company. In the development of fashion, there are some difficulty among Fashion Company / brand in targeting the appropriate market for their fashion products. This condition occur due to the complex fashion dynamics that is strongly influenced by social and psychological condition that pretty hard to predicted (Malcolm Barnard, 1969). Segmentation process as one way to understand the dynamics of the market by simplify the markets into several segment becomes the promising framework in understand the market. Psychographics approach in segmentation process that segmenting the market based on psychological / lifestyle perspective surely becomes the appropriate framework in fashion industry condition. By applicate the psychographics framework to Bandung Young-Adult demographics segments (as young adult segment becomes one of segments that really influenced by the movement of fashion) as studied case in this research, researcher adapted several preceding fashion industry psychographics segmentation outcomes, do some generalization process, and try to understand the meaning and characteristic of each segment to generate hypothetical segment that will be assessed in this research to find the distinct characteristic. This research using cluster analysis in segmentation process with motives, traits toward trend, and traits toward judgement as categorical variables. To understand the condition and distinct characteristic of each segment more deeply, researcher using cross tabulation descriptive analysis into adapted AIO framework variables that suitable with the condition of the fashion market. Finally the result of this study shows that motives and attitudes toward trend have high significance to segmenting the fashion markets. This research generated a customer profiles with hipster, fashionista, mainstreamer, and apathetic fashion as existed segment in the case. Each segment also shows distinct characteristic in several AIO variables such as work, social condition, shopping intensity, interest priority, self-opinion, cultural aspect in fashion industry, and cultural pressure in fashion industry. The served costumer profiles hopefully can give several contribution for Fashion Company, brand or practitioner to understand and generated appropriate marketing strategy for the appropriate market.

Keywords: Psychographic Segmentation, Fashion Industry, Consumer Behavior, Fashion Lifestyle,

Introduction

'Fashion' term usually being referred to synonym of term 'makeup' and 'style' (Polhemus & Procter, 1978). Undeniably, fashion had been develop from just a basic human needs to become a human lifestyle. Fashion movement (trend) is influenced by many related variables that's pretty hard to predicted, but it's strongly influenced by social and psychological condition of a society (Malcolm Barnard, 1996).

One demographics segment that really affected by the dynamics of fashion is young-adult segment. Also young-adult segment also becomes one of segment that have high variance in the fashion lifestyle. Usually to match the markets preferences with the brand product, the brand itself do a branding process. And the most promising branding strategy is emotional branding that, conduct the branding of the products according to emotional aspect.

Based on the relationship between fashion and psychological or social aspect and emotional branding situation, psychographics approach as one component of marketing STP process that mix psychology subject and shopper behavior subject in segmentation framework assumes as the right approach to understand the young adult segment as a fashion market emotionally. There are several research prove that psychology dimension have significant contribution to fashion products. Jessica Delace research about psychology and behavior aspect of fashion consumer in 2011 had this argument as her conclusion. Gunter & Furham (1992) also stated that psychological variables provide additional information about the segment and enhance the understanding of the behavior of present potential market. And one way to understand the markets condition based on marketing theory is to segments the market as the first step of STP process in order to simplify the market. Next question is where the right sample to apply this approach at. Researcher had chosen Bandung as the sample city.

Problem Statement

By existing trend forecasting problem, emotional branding situation, and the distinct characteristic of fashion market, researcher feel that to predict the psychographics condition of the market can be really helpful to predict the dynamics of fashion market that furthermore can led to predict the market movement through a trend or other aspect that can affect fashion behavior in fashion industry. So based on this problem, researcher try to analyze fashion consumer psychographics condition and segmenting the market with 'fashion lifestyle' as the segments outcomes that completed with costumer psychographics profile.

Research Objective

1. Segmenting Bandung young-adult fashion market using psychographic approach.
2. Understanding each segments psychographics condition
3. Generated Young-Adult fashion market psychographic costumer profiles.

Implication & Limitation

The outcomes of this research can help the fashion brand in emotional branding process in order to reach their markets, understanding consumer behavior of fashion market, and to understand the fashion market attitude toward fashion movement or other related variables. As Bandung selected as the case that study in this research, the cultural difference among the country limited this research only to Indonesian fashion markets. And with age demographics limitation in this research, this research is limited only to young-adult segment due to the difference attitude towards difference age segments.

Literature review

Fashion

'Fashion' etymologically comes from the Latin word 'faction', which means 'making' / someone activities (Oxford English Dictionary). However, 'fashion' is more often defined as synonym for the term 'makeup' and 'style' (Polhemus & Procter, 1978).

Fashion Lifestyle / Fashion Attitudes

Fashion lifestyle is defined as consumer attitudes, interest, and opinion that related to the fashion product (Gutman, Mills, 1982). Many academic & market research stated that there are no rigid lifestyle segmentation, indeed in fashion lifestyle aspect (Jerry Wind, 2005). In this research, researcher elaborate several fashion lifestyle/attitude by several market research institute such as GFK MRI, Last Article and also by Individual research like by Shin & Bickle (1994), Pysnakova & Michaela, 2013, Marin, 1991, Alfrey 2010 and Kim & Lee (2000) and correlate it with the actual condition of Bandung as studied case to generated hypothetical fashion segment,

Hypothetical Segments

Mainstreamer

Mainstream is a current though that considered as normal, having or using ideas, beliefs, etc., that accepted by most of people (Cambridge Dictionary). Pysnakova, Michaela experiment in 2013 proves that youth mainstream people is very affected by peer pressure. In several market research outcomes also stated that mainstream is a markets that very affected by trends and social judgment (which is also a kind of peer pressure in other dynamics). From psychological perspective, mainstream people usually use their fashion for conformity purposes in order to accepted and feel as the part of the society (Pysnakova, Michaela, 2013) .

Fashionista

Fashionista is a person who creates or promotes high fashion (Suzane Boyd, 2008). From marketing perspective, they are also believes as trends spreader in their environment. Fashionista is very concerned and up to date with current trends and seek for good judgment from their environment (GFK MRI Psychographics Sourcebook, 2010). Fashionista tend use their fashion for recognition and self-expression purposes especially to show who they are in their environment, and in some case related to social status (GFK MRI Psychographics Sourcebook, 2010)

Apathetic Fashion User

Based on Cambridge dictionary, Apathetic mean showing no interest or energy and unwillingness to take action, especially over something important (Liddel, Scott, 2014). So, Based from the word apathetic, this segment is a fashion people that have low interest to trends and fashion world itself (MRI Psychographics Sourcebook). Usually apathetic fashion use fashion only for functional purposes and tend to not to care about people judgement in their appearances.

The Hipster

Based on Urban Dictionary (2007) hipster are a value independent thinking, counter-culture, progressive politics, an appreciation of art and indie-rock, creativity, intelligence, and witty banter. Hipster in fashion industry have pretty difference fashion style that usually comes from their concern in some value, subculture, activity, or interest. Majority, they usually use fashion as their self-expression and in some condition for recognition purposes, that focusing to distinct themselves from majority of people based on their interest and value. Hipster usually tend to dislike current trend, not too concern about society judgment and maintain the way they show themselves. (Alfrey, 2010)

Segmenting Targeting Positioning (STP Process)

STP process is a basic marketing strategy that use to developed a sustainable competitive advantage based on the differentiation which have outcomes to focus a strategy to the specified most fit customer (Kotler & Keller, 2005). This research is more focused to segment the markets and do not moving on into targeting and positioning process due to the objective of this research is to portray the costumer segment condition that furthermore hopefully can be used by Fashion Company / practitioner to continue the targeting and positioning process in order to achieve their objective.

Segmenting

Segmenting is a process where the consumer divided and profiled based on several variables that suitable to determined market characteristic and tendencies (Bowen, John, 1998). This research use psychographics approach due to the tendency of fashion market consumer that really determined by psychographics aspect with demographic variable used as the approach to limit of market that analyze in this research. Basically psychographics segmentation is a segmentation process that assessed the segment based on market lifestyle, activity, interest, and opinion as a part of the consumer psychology (Dickton & Bredrick, 2005). There are several psychographics method with rigid and clear structure such as AIO and Vals. In the field, some research usually directly conduct the AIO analysis with several method such as narrative interview, discussion group and questionnaire and make the segmentation based on the distinct pattern that reveal from the data. But the use of that type of method create some confuse due to the outcomes often not relevant to some specific segmentation analysis. The data that generated tend to be too general and can't fulfill the basic principle of segmentation process to maximize the data in the actual dynamics of the product market

(Jerry Wind). Conducted a new segmentation framework based on the AIO or VALS principle proved had some significant outcomes based on several research.

So based on the statement above and the statement that there are no stable and accepted set of lifestyle segments that identified by prior academic research (Eunju Ko & Eunyong Kim, 2007), this research will adapt and elaborated several outcomes from fashion psychographics segmentation research that suitable with the related condition of the markets in this research.

This research use the framework that generated based on new lifestyle segmentation utilization and verifying principle by Jerry Wind (2005).

1. Lifestyle Operation Measures

Based on lack of accepted lifestyle theory, the selection of attributes that will be assessed in segmentation must base from the research operation usefulness that support by strong arguments or theoretical guidelines

2. Utilization of Lifestyle measures in research models

The set of lifestyle measure to generated the segment in segmentation process must concern on efficacy and the ability to discriminate between various segments

3. The Unit of Analysis

Appropriate lifestyle measures that will take into account is if relevant characteristic of the desired unit analysis (segments) is already developed

4. Research procedure utilized

Discriminant analysis is the suggested method to established the assessed attributes (not conducted because there are existed discriminant variables that derive from psychology subject)

(Jerry Wind, 2005)

Psychographics Segmentation

Lifestyle Segmentation

Lifestyle classification approach that will used in this research adapted several principle from psychology subject to classify the sample, the reason behind this step is due to fashion market condition is much related with psychological aspect (Malcolm Barnard). Researcher conduct lifestyle classification measurement using discriminant factor that generated based on the preceding research and literature that emphasize the distinct characteristic of each hypothetical segments in psychology subject, which is:

1. Motives

Basically motives refers to a reason behind people action, desire, need and behavior. Maslow (1954) stated motives as hierarchy of needs. The hypothetical segment motives in their fashion attitude is spread on varying step in Maslow hierarchy of Need



2. Traits

Traits can be defined as habitual pattern of behavior, tough, and emotion that pretty stable over time and differ across individuals (Saul Kassin, 2003). There are many definition and framework about traits theory, but in this research traits refers to some psychological thing that either has or do not have by

individual that have characteristic as roots psychological state that lead the person behavior and attitudes (Hall & Lindzey, 1985).

AIO Method

AIO is acronym for Activity, Interest, and opinion (Wells & Tigert, 1971). AIO method is one method in psychographics segmentation. AIO method framework describes the psychographics profile from 3 dimension. Which is Activity, Interest and opinion with demographics attributes use for limitation purposes.

TABLE 1
LIFE STYLE DIMENSIONS

<i>ACTIVITIES</i>	<i>INTERESTS</i>	<i>OPINIONS</i>	<i>DEMOGRAPHICS</i>
Work	Family	Themselves	Age
Hobbies	Home	Social issues	Education
Social events	Job	Politics	Income
Vacation	Community	Business	Occupation
Entertainment	Recreation	Economics	Family size
Club membership	Fashion	Education	Dwelling
Community	Food	Products	Geography
Shopping	Media	Future	City size
Sports	Achievements	Culture	Stage in life cycle

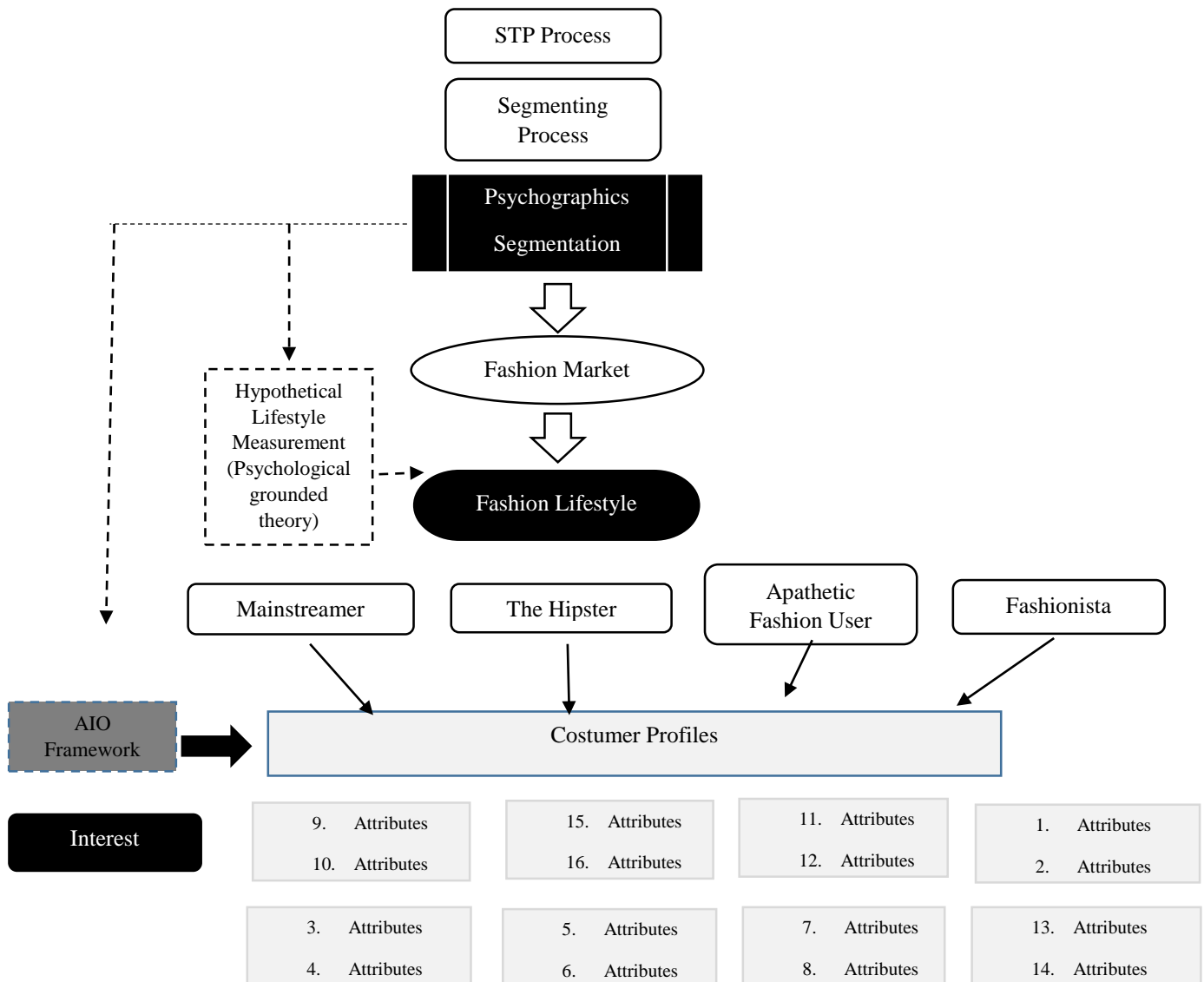
Self-Opinion; Value

Basically value refers to an importance degree of things. Usually use to determined what way is best to live and led to person actions. This research use Schwartz value scale in self-opinion attributes of AIO framework.

Value type	Motivational Goal
Universalism	•Understanding, appreciation, tolerance, and protection for the welfare of all people and for nature.
Self-direction	•Independent thought and action – choosing, creating, exploring.
Stimulation	•Excitement, novelty, and challenge in life.
Hedonism	•Pleasure and sensuous gratification for oneself.
Power	•Social status and prestige, control or dominance over people and resources.
Achievement	•Personal success through demonstrating competence according to social standards.
Security	•Safety, harmony, and stability of society, of relationships, and of self.
Tradition	•Respect, commitment, and acceptance of the customs and ideas that traditional culture and religion provide.
Conformity	•Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms.
Benevolence	•Preservation and enhancement of the welfare of people with whom one is in frequent personal contact.

Methodology and Data Analysis

Theoretical Framework



Sampling Process

The sample of this research use simple random sample to population that have limited for this research as stated before. The same chance characteristic of simple random sampling becomes the reason for this sampling method to be chosen.

- **Population of Bandung Young Adults:**
719.328 People (Badan Pusat Statistik Kota Bandung, 2014)
- **Required Sample**
 $n = N / (1 + N \cdot e^2)$
= 100 sample (error is 10%)

Reliability & Validity

The validity of the instrument that will be used in this research will be discussed in each method analysis sections. In descriptive analysis, chi square analysis will be the validity instrument. Lifestyle segmentation measurement validity will be measured using Cluster Analysis in SPSS program. Reliability used Cronbach alpha test to measure the internal consistency of the data that will be analyzed to make sure the data is reliable enough to be analyzed.

Variable	Question	Coefficient of Reliability	Critical Value	Result	Reliability Instrument
Segment (Motives, Trait toward trend, trait toward judgement)	Q3	0.804	0.7	Good	Cronbach Alpha Test
	Q4				
	Q5				
Work	Q6	0.979	0.7	Excellent	Cronbach Alpha Test
	Q7				
Hobbies	Q8	0.854	0.7	Good	Cronbach Alpha Test
	Q9				
Social Condition	Q10	0.908	0.7	Excellent	Cronbach Alpha Test
	Q25-Q28				
Shopping Intensity	Q11	0.869	0.7	Good	Cronbach Alpha Test
	Q29 – Q33				
Attributes in Purchasing	Q12	0.642	0.7	Questionable	Cronbach Alpha Test
	Q19 – Q21				
Community Involvement	Q13	0.962	0.7	Excellent	Cronbach Alpha Test
	Q14				
Interest Priority	Q15	0.851	0.7	Good	Pilot Test-Retest
Self-Opinion	Q18	0.759	0.7	Acceptable	Pilot Test-Retest
Culture in Fashion	Q22	0.930	0.7	Excellent	Cronbach Alpha Test
	Q34				
Culture Pressure	Q23	0.957	0.7	Excellent	Cronbach Alpha Test
	Q35				
Culture Ignorance	Q24	0.930	0.7	Excellent	Cronbach Alpha Test
	Q36				

The attributes that did not pass the reliability test will not include in the further analysis.

Lifestyle Measurement (Cluster Analysis)

The first step of this research is to make a hypothetical segment based on the actual condition of the research population. As stated before, researcher had elaborate and do generalization to make hypothetical segment that have distinct characteristic from psychological perspective. The selected hypothetical segments is a well-known fashion lifestyle term that adapted some market and academic research psychographics result to enhance the validity of the data.

Y1: Fashionista

Y2: Mainstreamer

Y3: Apathetic Fashion User

Y4: Hipster

After that, based on the definition, discriminant characteristic and literature study from each segment, researcher generated discriminant variables that will be used in set of lifestyle measurement. The discriminant variables that will use to classify the market is:

X1: Motives in Fashion Attitude

a. Fashionista

Have **recognition and self-expression** as their motives in their fashion attitudes. Usually to show who they are (**usually related to social status**), distinct themselves from average people, and to recognize as people that have good fashion taste

b. Mainstreamer

Have **conformity** as their motives in their fashion attitudes

- c. Apathetic fashion user
Have **conservative** as their motives in their fashion attitudes
- d. Hipster
Have **self-expression** as their motives in their fashion attitudes. Usually to show who they are (related to their activity, interest, hobby, idea or as a part of some small community), also to distinct themselves from mainstreamer community.

X2: Traits toward trend

With distinct characteristic

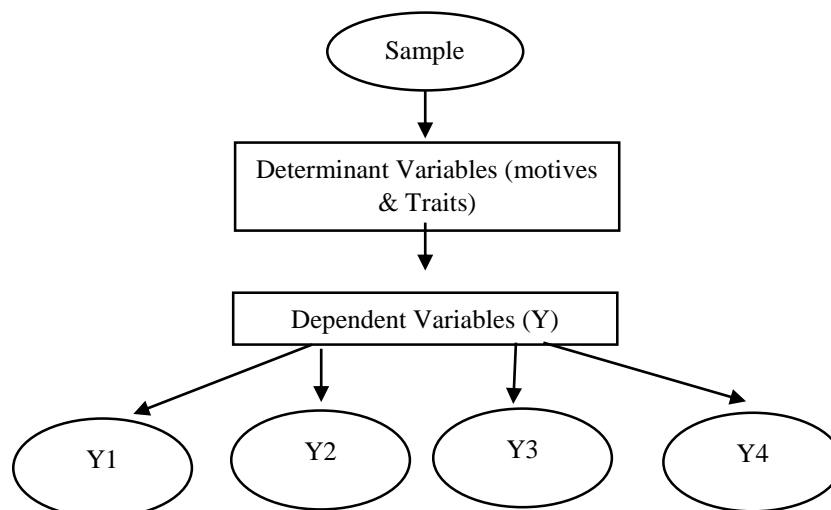
- a. Fashionista
Very concern (**4-7, in 1-7 scale**)
- b. Mainstreamer
Concern (**4-6, in 1-7 scale**)
- c. Apathetic fashion user
Not concern (**1-4, in 1-7 scale**)
- d. Hipster
Varying from not concern to concern (**1-6, in 1-7 scale**)

X3: Traits toward Judgement

With distinct characteristic

- a. Fashionista
Concern (**3-6, in 1-7 scale**)
- b. Mainstreamer
Very concern (**4-7, in 1-7 scale**)
- c. Apathetic fashion user
Not concern (**1-4, in 1-7 scale**)
- d. Hipster
Not concern (**1-3, in 1-7 scale**)

In cluster analysis, motives will selected as categorical variables and traits will be selected as continuous variables. The proportion of each variables is based on Maslow (1954) theory that reviewed that motives is the roots of human personality dynamics. That stated that theory that reviewed that motives is the roots of human personality dynamics.



The respond summary from the discriminant variables explained in cross tabulation below.

			Traits Fulfill Segments Characteristic				Total
			Fulfilled by both	Fulfilled by Trend Only	Fulfilled by Judgement Only	Do Not Fulfilled by Both	
Motives	Hipster	F	13	11	0	3	27
		%	48.15%	40.74%	0.00%	11.11%	25.96%
	Fashionista	F	12	7	0	0	19
		%	63.16%	36.84%	0.00%	0.00%	18.27%
	Mainstreamer	F	23	3	0	1	27
		%	85.19%	11.11%	0.00%	3.70%	25.96%
	Apathetic	F	21	2	3	5	31
		%	67.74%	6.45%	9.68%	16.13%	29.81%
Total		F	69	23	3	9	104
		%	66.35%	22.12%	2.88%	8.65%	100%

The data furthermore will be analyzed with SPSS cluster analysis the see the construct of classification instrument and the significances of all variables.

Cluster Analysis Result

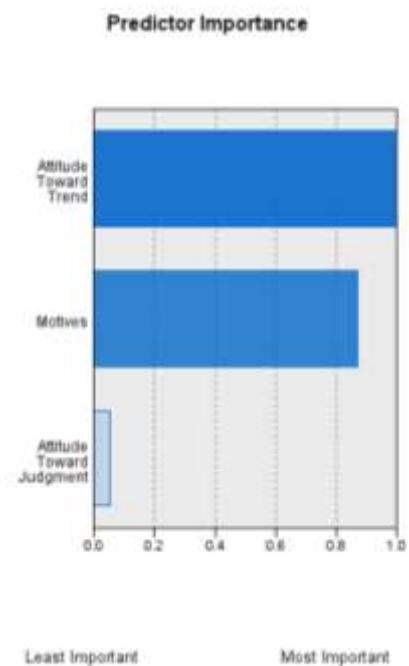
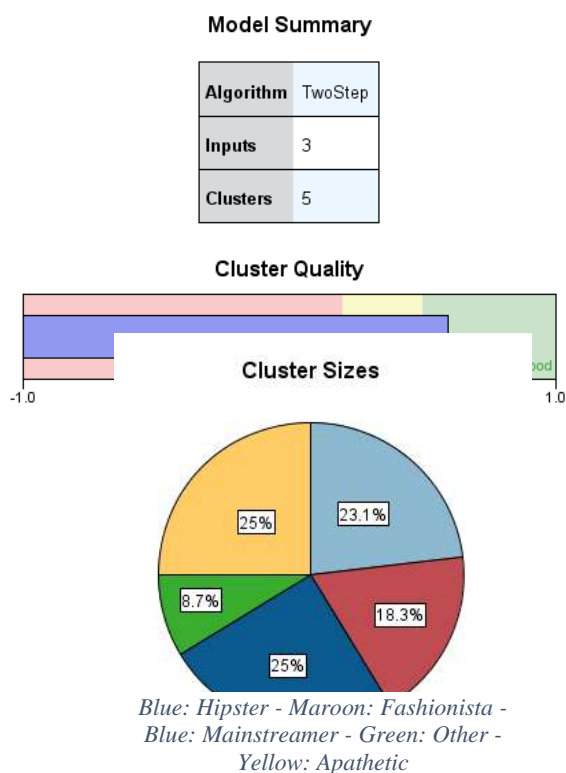


Figure 2 Predictor importance

Based on cluster analysis the construct is good (0.6) to classify the sample. Even though motives is the categorical variables in this construct, as we can see from the predictor importance, attitude toward trend had the highest significance to clustering the sample (1.0) and motives (0.87) have less significance to clustering the sample compared attitude toward trend. Another interesting condition can be seen from attitude toward judgment (0.05) that actually only have very little significance in clustering the sample. From this analysis researcher also set the sample into the segment (dependent variables) to furthermore will be analyzed using descriptive analysis to understand the AIO condition of each segment.

AIO Analysis (Descriptive Analysis)

After generated hypothetical segment, the segments (dependent variables) will be assessed using AIO framework as the independent variables with descriptive analysis method (cross tabulation) between the segment and independent variables to analyze the customer profiles. This research modified standard AIO attributes and only choose variables that suitable with the importance and significances purposes of this research. Variables that will assessed is:

Activities

X4: Work

X5: Hobbies

X6: Social Condition

X7: Fashion Shopping Intensity

X8: Attributes in purchasing fashion goods

X9: Community Involvement

Interest

Interest dimension assessed with priority framework based on the time spent and mind allocation of the sample. This approach selected based there are fact time spending on related attributes actually shows the interest of the people of related attributes. This dimension use basic interest framework from AIO analysis to prioritize by the sample of this research.

X10: Interest (Prioritize-Type Question)

- Family
- Job
- Social Life (friendship, affection)
- Entertainment
- Food
- Information (thirst toward knowledge)
- Specified Goal
- Goods Ownership
- Appearances (fashion)

Opinion

X11: Self-Opinion (Schwartz Value Measurement)

X12: Culture in fashion attitude

X13: Culture Pressure in Fashion

X14: Culture Ignorance in Fashion

Basic Descriptive Analysis

Before conducting cross tabulation analysis, researcher had conducted several basic descriptive analysis to see the characteristic of data in each variables.

Group Statistic (Mean & Std. Deviation)

To predict the ability of each variables to differentiate each of groups actually there are 2 principle that usually use. First the mean of each variables on each group is different, and the standard deviation of the groups is smaller than total standard deviation.

From the data, there are a mean difference between each of AIO variables to one groups and another. But in standard deviation statistics 'social condition' variables & 'culture pressure' variable (after

eliminated 'other' segment due to low proportion in segment proportion) fulfill all earlier principle to discriminate all groups. After look at group statistics data, each of variables significances variables will be assessed using test of equality of group means to see the significance of variables individually to discriminate the sample.

Test of Equality Group Means (Significances of each Variables)

Based on Data, Work, Shopping Intensity, Culture in Fashion, and Culture Pressure in Fashion, Interest Priority & Self-Opinion variables looks like have high significance to discriminate the sample. After see the significance of each of variables, to see the correlation between one variables and another is importance, due to differentiate the sample, each of variables prefer not have high correlation between one to another.

Variable Correlation

In correlation analysis, only Work & Community Involvement that have suspicious correlation.

So based on basic descriptive analysis that have conducted, the variables that have pretty significance to differentiate the sample is Work (x₄), Social Condition (x₆), Shopping Intensity (x₇), Interest Priority, Self-Opinion(x₈), Culture in Fashion (x₁₂), and Culture Pressure in Fashion (x₁₃). That variables will be included in customer profiles and will be analyses furthermore using cross tabulation analysis.

Cross Tabulation Analysis

In this sub chapter will conduct cross tabulation between the segments and AIO variables that have high significance to discriminate the sample to see the pattern that can differentiate each segment in related AIO variables.

Activity

1 Work

Cross Tabulation Between Work and Segments							
			Work				Total
			Students / College Students	Related With Art	Employee	Entrepreneur	
Segments	Hipster	Count	12	9	3	0	24
		% within Segments	50.0%	37.5%	12.5%	0.0%	100.0%
		% within Work	15.8%	60.0%	42.9%	0.0%	23.1%
	Fashionista	Count	11	3	1	4	19
		% within Segments	57.9%	15.8%	5.3%	21.1%	100.0%
		% within Work	14.5%	20.0%	14.3%	66.7%	18.3%
	Mainstreamer	Count	25	0	1	0	26
		% within Segments	96.2%	0.0%	3.8%	0.0%	100.0%
		% within Work	32.9%	0.0%	14.3%	0.0%	25.0%
	Other	Count	7	1	0	1	9
		% within Segments	77.8%	11.1%	0.0%	11.1%	100.0%
		% within Work	9.2%	6.7%	0.0%	16.7%	8.7%
	Apathetic	Count	21	2	2	1	26
		% within Segments	80.8%	7.7%	7.7%	3.8%	100.0%
		% within Work	27.6%	13.3%	28.6%	16.7%	25.0%
Total	Count	76	15	7	6	104	
	% within Segments	73.1%	14.4%	6.7%	5.8%	100.0%	
	% within Work	100.0%	100.0%	100.0%	100.0%	100.0%	

Pearson Chi Square Significance: 0.02 (Valid)

Majority of the sample choose College Students/ Students as occupancy. This condition can happen maybe because the population of this research condition (Young-Adult Segment). This condition makes the proportion of each segments is pretty stable and not differ significantly if we view from segments perspective. But if we see more detail there are several pattern that can acknowledge based on this cross tabulation.

In Apathetic and Other segments there are pretty stable proportion in occupancy (besides students/college students). Almost all of Mainstreamer segments is students/college students. In Fashionista Segment there are pretty high number of Entrepreneur (66.7% entrepreneur are in fashionista segment). In Hipster Segment there are pretty high number of people that have work that related with art (60% people that work in art are in hipster segment)

2 Social Condition

			Social Condition				Total
			Comfortable – Do not limited the friends circle	Comfortable – limited the friends circle	Uncomfortable – Attempt adaptation process	Uncomfortable – Have limited friends	
Segments	Hipster	Count	17	1	5	1	24
		% within Segments	70.8%	4.2%	20.8%	4.2%	100.0%
		% within Social Condition	43.6%	2.0%	45.5%	33.3%	23.1%
	Fashionista	Count	3	12	3	1	19
		% within Segments	15.8%	63.2%	15.8%	5.3%	100.0%
		% within Social Condition	7.7%	23.5%	27.3%	33.3%	18.3%
	Mainstreamer	Count	5	19	2	0	26
		% within Segments	19.2%	73.1%	7.7%	0.0%	100.0%
		% within Social Condition	12.8%	37.3%	18.2%	0.0%	25.0%
	Other	Count	3	6	0	0	9
		% within Segments	33.3%	66.7%	0.0%	0.0%	100.0%
		% within Social Condition	7.7%	11.8%	0.0%	0.0%	8.7%
	Apathetic	Count	11	13	1	1	26
		% within Segments	42.3%	50.0%	3.8%	3.8%	100.0%
		% within Social Condition	28.2%	25.5%	9.1%	33.3%	25.0%
Total		Count	39	51	11	3	104
		% within Segments	37.5%	49.0%	10.6%	2.9%	100.0%
		% within Social Condition	100.0%	100.0%	100.0%	100.0%	100.0%

Pearson Chi Square Significance: 0.01 (Valid)

From cross-tabulation analysis, all the segments besides hipster tend to restrict their inner circle, while hipster tend to open about their friends circle. Other pattern that can be seen from the table is that hipster segment member that uncomfortable in their environment attempt adaptation process to make a friend (45% people that attempt adaptation to makes a friends is in hipster segment). So from this data, can be concluded that hipster have high socialize tendency compared to other segment. Another pattern can be seen in apathetic segment. In this segment the number of people that limit their friend circle with people that open their friend circle is fairly balanced (50% - 42.3%)

3 Fashion Shopping Intensity

			Shopping Intensity					Total
			Frequently	Impulsive	Occasionally	Financial Dependent	Seldom	
Segments	Hipster	Count	2	3	8	5	6	24
		% within Segments	8.3%	12.5%	33.3%	20.8%	25.0%	100.0%
		% within Shopping Intensity	50.0%	13.6%	23.5%	20.8%	30.0%	23.1%
	Fashionista	Count	2	8	3	4	2	19
		% within Segments	10.5%	42.1%	15.8%	21.1%	10.5%	100.0%
		% within Shopping Intensity	50.0%	36.4%	8.8%	16.7%	10.0%	18.3%
	Mainstreamer	Count	0	5	12	9	0	26
		% within Segments	0.0%	19.2%	46.2%	34.6%	0.0%	100.0%
		% within Shopping Intensity	0.0%	22.7%	35.3%	37.5%	0.0%	25.0%
	Other	Count	0	3	4	1	1	9
		% within Segments	0.0%	33.3%	44.4%	11.1%	11.1%	100.0%
		% within Shopping Intensity	0.0%	13.6%	11.8%	4.2%	5.0%	8.7%
	Apathetic	Count	0	3	7	5	11	26
		% within Segments	0.0%	11.5%	26.9%	19.2%	42.3%	100.0%
		% within Shopping Intensity	0.0%	13.6%	20.6%	20.8%	55.0%	25.0%
Total	Count	4	22	34	24	20	104	
	% within Segments	3.8%	21.2%	32.7%	23.1%	19.2%	100.0%	
	% within Shopping Intensity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Pearson Chi Square Significance: 0.10 (Valid)

From cross tabulation analysis, each of segments have different character in fashion shopping intensity variables. Hipster Segment have high variance in this variables. The highest chosen option by member of this group is occasional purchasing behavior (33.3%) Fashionista have impulsive purchasing behavior (42.1%). And only fashionista and hipster segments that have group member that have frequently purchasing behavior (50%-50%). While, Mainstreamer fashion purchase intensity is pretty balanced between occasional and financial dependent (46.2%-34.6%). Apathetic Segment have seldom shopping intensity characteristic (55%). Other Segments is pretty balanced between occasionally and impulsive behavior (44%-33%)

Interest

			Interest Priority								Total
			Work	Social Life	Hobbies	Knowledge	Family	Entertainment	Other Specified Goal	Appearances	
Segments	Hipster	Count	19	18	11	2	11	4	6	1	72
		% within Segments	26.4%	25.0%	15.4%	2.8%	15.2%	5.6%	8.3%	1.4%	100.0%
		% within Interest	33.9%	24.7%	47.8%	6.2%	16.7%	21.1%	20.0%	7.7%	23.1%
	Fashionista	Count	9	15	3	4	12	4	3	7	57
		% within Segments	15.8%	26.3%	5.3%	7.0%	21.1%	7.0%	5.3%	12.3%	100.0%
		% within Interest	16.1%	20.5%	13.0%	12.5%	18.2%	21.1%	10.0%	53.8%	18.3%
	Mainstreamer	Count	16	18	5	10	17	4	3	2	75
		% within Segments	21.3%	24.0%	6.7%	13.3%	22.7%	5.3%	4.0%	2.7%	100.0%
		% within Interest	28.6%	24.7%	21.7%	31.2%	25.8%	21.1%	10.0%	15.4%	24.0%
	Other	Count	4	7	0	3	8	2	1	2	27
		% within Segments	14.8%	25.9%	0.0%	11.1%	29.6%	7.4%	3.7%	7.4%	100.0%
		% within Interest	7.1%	9.6%	0.0%	9.4%	12.1%	10.5%	3.3%	15.4%	8.7%
	Apathetic	Count	8	15	4	13	18	5	17	1	81
		% within Segments	9.9%	18.5%	4.9%	16.0%	22.2%	6.2%	21.0%	1.2%	100.0%
		% within Interest	14.3%	20.5%	17.4%	40.8%	27.3%	26.3%	56.7%	7.7%	26.0%
Total	Count		56	73	23	32	66	19	30	13	312
	% within Segments		17.9%	23.4%	7.4%	10.3%	21.2%	6.1%	9.6%	4.2%	100.0%
	% within Interest		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Pearson Chi Square Significance: 0.01 (Valid)

Generally, Family, work and social life is the most chosen priority from all of sample. But there are several different in composition of priority and high significance number from interest perspective. Variable interest priority:

1. Hipster (Work (26.4%) - Social Life (25%) - Hobbies (15.4%))
There is significant number from hobbies perspective that 47.8% sample that chose hobbies as their priority is in Hipster segment.
2. Fashionista (Social Life (24%) – Family (22.7%) – Work (21.3%))
Even though Appearances is not top 3 interest of fashionista, from appearances perspective 53% people that choose appearances as their priority is in fashionista segment.
3. Mainstreamer (Social Life (26.3%) – Family (21.1%) – Work (15.8%))
Actually in this variables, mainstreamer have similar interest priority with fashionista segment.
4. Other (Family (29.6%) – Social Life (25.9%) – Work (14.8%))
'Other' segment have similar characteristic with fashionista and mainstreamer, and also have similar characteristic also with apathetic segments
5. Apathetic (Family (22.2%) – Social Life (18.5%) – Knowledge (16.0%))
56.7% people that choose other specified goal characteristic is in apathetic segment, also 40% people that choose knowledge also in this segment. This condition shows that that 2 characteristic is one of importance interest in this segment even tough do not enter the top 3 interest

Opinion
Self-Opinion

			Cross tabulation: Self-Opinion-Segments									
			Self-Opinion									Total
			Self-Direction	Power	Achievement	Universalism	Hedonism	Conformity	Security	Benevolence	Tradition	
Segments	Hipster	Count	18	7	10	11	12	3	4	6	1	72
		% Segments	25.0%	9.7%	13.9%	15.3%	16.7%	4.2%	5.6%	8.3%	1.4%	100.0%
		% Self Opinion	36.7%	17.9%	38.5%	28.2%	28.6%	10.3%	10.3%	18.2%	6.2%	23.1%
	Fashionista	Count	5	11	8	7	14	1	5	4	2	57
		% Segments	8.8%	19.3%	14.0%	12.3%	24.6%	1.8%	8.8%	7.0%	3.5%	100.0%
		% Self Opinion	10.2%	28.2%	30.8%	17.9%	33.3%	3.4%	12.8%	12.1%	12.5%	18.3%
	Mainstreamer	Count	10	11	3	3	6	16	13	10	3	75
		% Segments	13.3%	14.7%	4.0%	4.0%	8.0%	21.3%	17.3%	13.3%	4.0%	100.0%
		% Self Opinion	20.4%	28.2%	11.5%	7.7%	14.3%	55.2%	33.3%	30.3%	18.8%	24.0%
	Other	Count	3	4	3	3	2	3	4	3	2	27
		% Segments	11.1%	14.8%	11.1%	11.1%	7.4%	11.1%	14.8%	11.1%	7.4%	100.0%
		% Self Opinion	6.1%	10.3%	11.5%	7.7%	4.8%	10.3%	10.3%	9.1%	12.5%	8.7%
	Apathetic	Count	13	6	2	15	8	6	13	10	8	81
		% Segments	16.0%	7.4%	2.5%	18.5%	9.9%	7.4%	16.0%	12.3%	9.9%	100.0%
		% Self Opinion	26.5%	15.4%	7.7%	38.5%	19.0%	20.7%	33.3%	30.3%	50.0%	26.0%
Total		Count	49	39	26	39	42	29	39	33	16	312
		% Segments	15.7%	12.5%	8.3%	12.5%	13.5%	9.3%	12.5%	10.6%	5.1%	100.0%
		% Self Opinion	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Pearson Chi Square Significance: 0.00 (Valid)

This variable shows different characteristic from each of segments.

1. Hipster (Self-Direction (25%) - Hedonism (16.7%) - Universalism (15.3%))
2. Fashionista (Hedonism (24.6%) – Power (19.3%) – Achievement (14%))
3. Mainstreamer (Conformity (21.3%) – Security (17.3%) – Power (14.7%))
4. Other (Power (14.8%) – Security (14.8%))

Actually in 'other' segment there are balanced result in almost every self-opinion option.

5. Apathetic (Universalism (18.5%) – Security (16%) – Self Direction (16%))

Culture in Fashion Attitude

Cross tabulation; Culture in fashion-Segments						
			Cultural aspect in Fashion			Total
			Contra	Neutral	Pro	
Segments	Hipster	Count	1	13	10	24
		% within Segments	4.2%	54.2%	41.7%	100.0%
		% within Cultural Aspect in Fashion	7.1%	28.9%	22.2%	23.1%
	Fashionista	Count	1	7	11	19
		% within Segments	5.3%	36.8%	57.9%	100.0%
		% within Cultural aspect in Fashion	7.1%	15.6%	24.4%	18.3%
	Mainstreamer	Count	7	9	10	26
		% within Segments	26.9%	34.6%	38.5%	100.0%
		% within Cultural aspect in Fashion	50.0%	20.0%	22.2%	25.0%
	Other	Count	1	1	7	9
		% within Segments	11.1%	11.1%	77.8%	100.0%
		% within Cultural aspect in Fashion	7.1%	2.2%	15.6%	8.7%
	Apathetic	Count	4	15	7	26
		% within Segments	15.4%	57.7%	26.9%	100.0%
		% within Cultural aspect in Fashion	28.6%	33.3%	15.6%	25.0%
Total	Count	14	45	45	104	
	% within Segments	13.5%	43.3%	43.3%	100.0%	
	% within Cultural aspect in Fashion	100.0%	100.0%	100.0%	100.0%	

Pearson Chi Square Significance: 0.43 (Valid)

From the table, hipster (54.2%) and apathetic (54.7%) segment have neutral opinion about how people dress should represent the culture that they bear. Meanwhile, fashionista and 'other' segment pro about the statement fashion should represent the cultural value in related person. Mainstreamer segments have balanced response to this attributes.

Culture in Pressure in Fashion

Cross tabulation: Cultural Pressure-Segments						
			Cultural Pressure			Total
			Negatives	Neutral	Positives	
Segments	Hipster	Count	8	13	3	24
		% within Segments	33.3%	54.2%	12.5%	100.0%
		% within Cultural Pressure	23.5%	24.1%	18.8%	23.1%
	Fashionista	Count	5	7	7	19
		% within Segments	26.3%	36.8%	36.8%	100.0%
		% within Cultural Pressure	14.7%	13.0%	43.8%	18.3%
	Mainstreamer	Count	4	19	3	26
		% within Segments	15.4%	73.1%	11.5%	100.0%
		% within Cultural Pressure	11.8%	35.2%	18.8%	25.0%
	Other	Count	2	4	3	9
		% within Segments	22.2%	44.4%	33.3%	100.0%
		% within Cultural Pressure	5.9%	7.4%	18.8%	8.7%
	Apathetic	Count	15	11	0	26
		% within Segments	57.7%	42.3%	0.0%	100.0%
		% within Cultural Pressure	44.1%	20.4%	0.0%	25.0%
Total	Count	34	54	16	104	
	% within Segments	32.7%	51.9%	15.4%	100.0%	

Pearson Chi Square Significance: 0.03 (Valid)

From the table, we can see that majority of segments have neutral opinion about this variables. Hipster (54.2%) 'Other' segments (44.4%) and Mainstream (73.1%) have neutral opinion. But mainstream segments shows very significance result in neutral option (35.2% from all of sample that answer neutral is in mainstream segment). Fashionista is tie between neutral and positives, but the pattern shows that 43.8% from all the sample that support that there are culture pressure in how people express themselves in fashion is in fashionista segments. In opposites, apathetic segments is have negatives opinion that culture pressure in fashion is exist. Majority of apathetic fashion (57.7%) user have negatives response to this variables (44.1% sample that have negatives responses are in this segment).

From the cross tabulation analysis, researcher found that mainstreamer and other segment have high similarity in almost all AIO variables except culture in fashion attitude variables (x13) so based researcher decided to marge other segment into mainstreamer segment since there are no distinct characteristic in AIO variables and the proportion of 'other' variables that's very small.

Conclusion and Recommendation

In fashion industry the dynamics of the market moves very unpredictably. By find some pattern and characteristic in several fashion market can give big contribution into company/brand in fashion industry to generate their marketing strategy. In this research the psychological variables that become the roots to segmenting the costumer maybe becomes one guarantee of consistency of generated segment. Due to the discriminant variables that use in this research is the roots of human personality dynamics, the consumer profile attributes that served maybe do not give too significant distinct characteristic but there are several general conclusion that had been made:

1. Motives, Trait toward trend, and traits toward judgement have good significance to clustering market into psychographics segment (0.6)
2. Traits toward trend (1.0) and motives (0.87) have high significance to clustering market into psychographics segments, but traits toward judgement not have high significance to clustering the market (0.05)
3. Psychographics fashion segments that exist in Bandung is Hipster (23, 1%), Fashionista (18.3%), Mainstreamer (33.7%), and Apathetic Fashion User (25%)
4. Work, Social Condition, Fashion Shopping Intensity, Interest Priority, Self-Opinion, Cultural Aspect in fashion and Cultural Pressure in fashion have pretty good significance to differentiate the generated segments.
5. Hobbies, Community Involvement, and culture ignorance have do not have significance to differentiate the segment.

Costumer Profiles

Hipster

Their motives in fashion is as self-expression tools. Usually to shows who they are that related with specific activity, interest, idea, and to distinct themselves from ordinary people. Have low concern toward social judgment. And varying tendency toward trends.

Work: Majority of Young-Adult hipster work as college students/students. But majority of people that work in art industry / related in art are part of hipster segment

Social Condition: Hipster segment tend to have good social condition and open their friend circle widely. Also, there are tendency that shows that if the member of hipster segment have uncomfortable social condition they can adapt themselves very well.

Fashion Shopping Intensity: Have high variance. But there are tendency to occasionally purchasing behavior. Some member of hipster groups also have frequent shopping intensity but have small proportion compared to occasionally shopping intensity.

Interest Priority: 1 Work – 2 Social Life – 3 Hobbies

There are significance pattern that shows that almost 50% of people that put hobbies in as their big priority is in hipster segment

Self-Opinion: 1 Self-Direction – 2 Hedonism – 3 Universalism

Hipster judge themselves have independency in choosing, creating and exploring their life. Tend to seek pleasure and sensuous gratification and also thinks and care universally.

Cultural Aspect in Fashion Tendency: Have Neutral tendency about whether cultural aspect should be represent in people fashion attitude

Cultural Pressure in Fashion Tendency: Have neutral tendency about the existences of cultural pressure that restrict people to express themselves in their fashion attitudes.

Fashionista

Have recognition and self-expression as motives in fashion attitude (usually related with social status).

Very high concern toward trends and high concern toward judgment.

Work: Majority of Young-Adult Fashionista work as college students/students. But majority entrepreneur are part of hipster segment

Social Condition: Fashionista segment tend to have good social condition but limit their friend circle only to the closed people

Fashion Shopping Intensity: Have impulsive purchasing behavior, but there are also tendency as frequent-type shopper

Interest Priority: 1 Social Life – 2 Family – 3 Work

There are a pattern that shows 53% people prioritize appearances as their priority is a member of fashionista segment even tough in holistic perspective appearances is not the biggest priority.

Self-Opinion: 1 Hedonism – 2 Power – 3 Achievement

Fashionista have valued themselves as a people that seeks pleasure and sensuous gratification for himself, also seeks social status and prestige, control and dominancy over people and resources. Also valued their selves as people that seeks personal success through several social standard competence

Cultural Aspect in Fashion Tendency: Have Positives tendency about whether cultural aspect should be represent in people fashion attitude

Cultural Pressure in Fashion Tendency: Varying from Neutral-Positives tendency about the existences of cultural pressure that restrict people to express themselves in their fashion attitudes

Mainstreamer

Their motives in fashion attitudes is for conformity purposes. Have high concern in trend and very high concern toward judgment.

Work: Majority of Young-Adult mainstreamer work as college students/students. There are no tendency of correlation to other specific scope of occupancy.

Social Condition: Mainstreamer segment tend to have good social condition but limit their friend circle only to the closed people

Fashion Shopping Intensity: Varying tendency between occasional shopper and financial dependent shopper. But there are also tendency to becomes impulsive type of shopper but only have small proportion

Interest Priority: 1 Social Life – 2 Family – 3 Work

Self-Opinion: Conformity (21.3%) – Security (17.3%) – Power (14.7%)

See themselves as a people that can restrain action, inclination and impulse that can violate social expectation and norm. Also safety, harmony, and stability is the important things. But also see themselves as people that seeks social status and prestige, control and domination

Cultural Aspect in Fashion Tendency: Have Positives tendency about whether cultural aspect should be represent in people fashion attitude

Cultural Pressure in Fashion Tendency: Have neutral tendency about the existences of cultural pressure that restrict people to express themselves in their fashion attitudes.

Apathetic Fashion User

Have conservatives as the primary motives in fashion. Have low concern toward trend and judgement.

Work: Majority of Young-Adult Apathetic fashion user work as college students/students. There are tendency of correlation with other occupancy but do not have significance specific correlation.

Social Condition: Apathetic fashion segment tend to have good social condition. In friend circle condition, there tendency that varying from open up their inner circle or close their inner circle

Fashion Shopping Intensity: Seldom Type Shopper

Interest Priority: 1 Family – Social Life – Knowledge

Besides family, social life there more than 50% people that prioritize other specified goals is in this segments.

Self-Opinion: 1 Universalism – 2 Security – 3 Self Direction

Valued themselves as people that have understanding appreciation and tolerances to universality of human welfare and nature. Besides that safety, harmony and stability is important aspect but also have independency in their action and tough

Cultural Aspect in Fashion Tendency: Have Neutral-Negative tendency about whether cultural aspect should be represent in people fashion attitude. Most of people that have negative tendency in this aspect is in mainstream segment.

Cultural Pressure in Fashion Tendency: Have neutral tendency about the existences of cultural pressure that restrict people to express themselves in their fashion attitudes.

Recommendation

For Fashion Company / Brand

This research give some recommendation to fashion company / brand that focusing in marketing strategy that related with this research. Fashion Company / brand can use costumer profiles as the final outcomes of this research with several recommendation:

1. Use AIO variables as the media to reach specific segments. Each segment have several different characteristic in various AIO variables. This condition actually can help Fashion Company / brand to reach the specific target market and set the brand positioning in the market.
2. Use Emotional Branding approach to reach the specified segment with objective to fulfill the primary motives (emotional variables) of each segment since the motives is the roots / categorical variables that use to classify the sample into segments.

for Further Research

This also give some recommendation for further research that maybe can fulfill the lack in this research such as:

1. Use psychoanalysis approach to assessed sample motives to understand the sample more specifically that furthermore can be used as the basic of categorical variables to classify the segment.
2. Try another psychographics framework maybe can give huge additional information and benefits since AIO framework sometimes is to general for specified scope of research.
3. Conduct depth correlation analysis between categorical variables and AIO variables with General Shopping Behavior such as shopping expenditure, preferences, etc. that specified in fashion industry can complete the customer profiles with additional information that have high contribution for fashion company / Industry.

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