

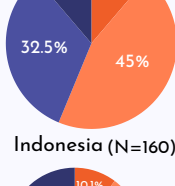
# TREND-SAVVY VS. TREND-AVERSE

## A COMPREHENSIVE COMPARISON OF

## INDONESIAN CONSUMER TYPES

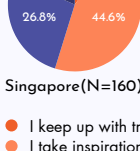
Understanding the differences between trend-savvy and trend-averse consumers, and providing insights to help you apply this knowledge to your apparel business.

### WHAT IS THE LEVEL OF TREND AWARENESS AMONG CONSUMERS IN INDONESIA?

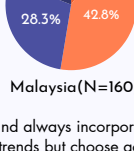


Indonesia (N=160)

Among the four countries surveyed, the highest proportion of respondents gave neutral answers regarding their awareness and attitude toward trends.



Singapore (N=160)



Malaysia (N=160)



India (N=160)

- I keep up with trends and always incorporate the latest styles.
- I take inspiration from trends but choose according to my own style.
- I prioritize my own style and don't pay much attention to trends.
- I have no interest in trends and choose entirely based on my own preferences.

### HOW DO THEY DIFFER FROM EACH OTHER?



#### Trend-Savvy

Respondents who answered, "I keep up with trends and always incorporate the latest styles."



#### Trend-Averse

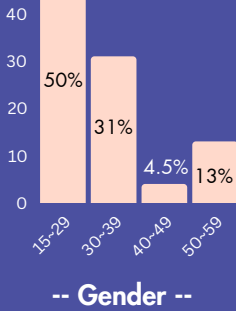
Respondents who answered, "I have no interest in trends and choose entirely based on my own preferences."

#### -- Age --

50%

OF THEM ARE

10~20'S



#### -- Gender --

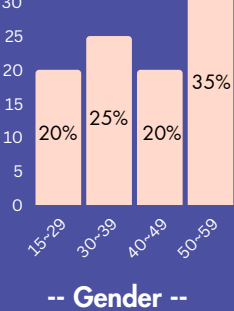


#### -- Age --

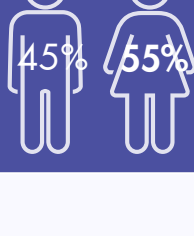
35%

OF THEM ARE

50'S



#### -- Gender --



#### Sources of Information for Reference

35.7%

OF THEM REFER

SOCIAL MEDIA

OTHER REFERENCES INCLUDE

WEB SEARCH/ WEBSITE/WEB

ADVERTISING, VIDEO SITES

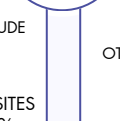
14%

REVIEWS FROM

FRIENDS/ACQUAINTANCES

/RELATIVES ETC.

7%



19.2%

OF THEM REFER

WEBSEARCH/WEBSITE/

WEB ADVERTISING

OTHER REFERENCES INCLUDE

SOCIAL MEDIA,

TV COMMERCIAL/TV

SHOW

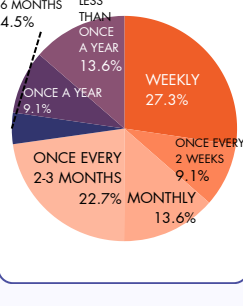
11%

#### Frequency of Purchase

27.3%

PURCHASE CLOSSES

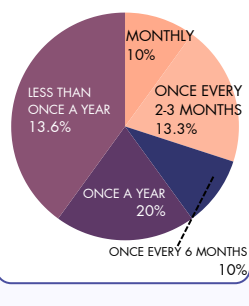
WEEKLY



40%

PURCHASE CLOSSES

LESS THAN ONCE A YEAR



#### Main Purchasing Locations

45.5%

PURCHASE CLOSSES AT

ONLINE SHOPPING

PLATFORMS

SHOPPING MALL

27%

BOUTIQUE/SPECIALTY

BRAND STORE

18%



55%

PURCHASE CLOSSES AT

ONLINE SHOPPING

PLATFORMS

DEPARTMENT STORE

20%

SHOPPING MALL

15%

#### Top 3 Factors to Consider When Purchasing

##### 1. QUALITY

72%

##### 2. DESIGN, COMFORT

68%

##### 3. SUSTAINABILITY, EASE OF PURCHASE AND RETURNS

59%

##### 1. PRICE

55%

##### 2. COMFORT

50%

##### 3. QUALITY, EASE OF PURCHASE AND RETURNS

45%

#### Brand Preference

40.9%

OF THEM ARE ALWAYS

PURCHASING SPECIFIC

BRANDS

OR

MOST OF THE TIME

PURCHASE SPECIFIC

BRANDS

4.5%

13.6%

40.9%

40.9%

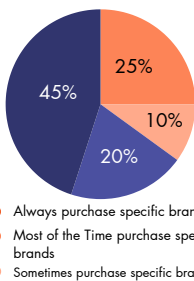
- Always purchase specific brands
- Most of the Time purchase specific brands
- Sometimes purchase specific brands
- I have no preference for brands at all

45%

OF THEM HAVE

NO PREFERENCE

FOR BRANDS AT ALL



Based on the following survey results:

• Survey Theme: Consumer Trends in Asia

• Survey Areas: Singapore, India, Malaysia, Indonesia

• Survey Targets: Men and women aged 15-59 (equal distribution by gender and age group), a total of 640 people (160 per country)

• Survey Date: April 19 - May 1, 2024

• Methodology: Internet survey (closed survey)