Marketing to "Z Generations": An Analysis of West Sumatera's Youth Decision Factors When Buying Modern Snacks &Minangkabau Traditional Snacks

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Abstract
This study aims to rank factors that influence the decision of the Z Generations in buying snacks. The population of this study is all teenagers in West Sumatra. The sample size was set by 450 respondents by using R.L Gay term, but after research instruments verification, eventually the number of samples that can be collected was only 417 respondents. The hypothesis was tested using factor analysis by finding the loading factor. Based on the results of data processing, it was found that the most important factor for the Z Generations in determining the increment of snack foods is the Attractive Packaging with loading factor of 0.81. Therefore, it is advisable to the producers of traditional snacks of West Sumatra to create packaging that can attract the interest of the Z Generations.

Keywords: z generations, youth buying decision, and Minangkabau traditional foods

Introduction

Generation Z (or Gen Z) is the current generation. This generation is the biggest cohort and also the biggest purchaser. One unique identity of this generation is their quick ability to access information, even though their age is still classified as children. This generation is the first generation where Internet technology has been available since childhood. So, since young age, they have been introduced with advanced technology, such as computers, laptops, mobile phones, iPad, and other electronic devices. Experts rate that the Z generation is a digital generation, where this generation relies more on technology to communicate, play, and socialize (Prensky, 2001)

Characteristics of children Gen Z is usually very fond of communicating and socializing with some people through social media, such as Facebook, Twitter, Instagram, Path, Snapchat, and so on. Through social medias, they can express themselves, their feelings and thoughts. This generation can at any time devote their hearts to social media, to protest, to express resentment, or to pleasure, and to excitement (Regine, 2005).

Research that discusses the behavior of Z generation as a consumer and associate it with their responses to traditional products is still rare. One of the published scientific articles (Susi Evanita, 2017) compares this generation's perception of the attributes of modern products with traditional West Sumatra products. The study yielded some interesting findings, in which Gen Z actually favored the "taste" of traditional food products. But the reason they do not buy is because the packaging of those products is not trendy.

Therefore, in this study, an analysis was conducted to find the factors that are considered important for Gen Z in making buying decisions, especially on traditional food products of West Sumatra. The purpose of this research is to find and determine which product attributes should be improved to improve the competitiveness of traditional food products.

Local culinary competitiveness to be built is primarily in terms of product attributes (brands, packaging, labeling, complementary services, warranties and prices). Brand is the name, term, symbol, design, color, or combination of other product attributes that are expected to provide the identity and differentiation of the product to the competitor's product. Consumers will easily

recognize a product through the brand of the product. Excellence of products that are accompanied by a certain brand will be a guarantee of quality for consumers so that will facilitate the creation of consumer product perception. The creation of a good product image will encourage repeat purchase, which in turn is expected to increase sales and business profits.

While packaging or packaging is one of the spearheads of the sale of a product. Initially the packaging only serves as a container or wrapper that serves to protect or cover or to facilitate a product brought, but over the times, packaging is required to be able to grow consumer interest to buy. In the design of the packaging is not just the origin of designing it, but it is demanded the ideas that can pour the superiority of a brand or product so that the display design can "sell" and also important display packaging must be attractive and pleasing to the eye attract consumers.

The existence of a good packaging should be a medium of communication/promotion that boost sales, because packaging is currently experiencing a shift function that initially only protects a product, now serves as a brand identification. The development of packaging eventually makes the spearhead of the promotion of a product that ultimately serves to increase the selling value of the product.

West Sumatra itself, as an area known to have a lot of culinary products with prominent regional characteristics, is inseparable from the possibility. Although it has unique characteristics, but the creation of competitiveness is still a thing that has not been dominated by the community, especially the perpetrators of Small and Medium Enterprises (SMEs).

This can be observed from the various culinary products offered by SMEs in West Sumatra who still do not have global brands and packaging. That is, when determining the brand and packaging, business actors in West Sumatra have no specific strategy so that it can create a stronger competitiveness. Existing and observable habits in the field, brand and packaging determination are carried out in accordance with existing habits among business actors before.

Methods

This is a quantitative research that was carried out to determine the factors influencing Youth Decisions when buying Modern Snacks and Minangkabau Traditional Snacks. The population of this research is all the Youth in West Sumatera that have both consumed modern snacks and Minangkabau traditional snacks. The sample size was set by 450 respondents by using R. L. Gay term, but after research instruments verification, eventually the number of samples that can be collected was only 417 respondents.

Selection of methods and determination on factor analysis aims to generate a number of factors from existing data. There are two approaches in extracting factors, Principal Component Analysis methods and Common Factor Analysis methods. In the election, it is necessary to know in advance the types of data variance. The total variance consists of three parts, namely common variance, unique variance or specific variance, and variance error. The common variance is the variant variance that is shared with all the variables present.

Specific variances are those variables that are reliably specific and unrelated to other variables. While the variance of error is the variance associated with the unbelievable, which occurs from the process of data collection, error measurement and random error. As for some criteria that must be applied in determining determine amount of desired factor as result of extract that is as follows:

a) Latent Root Criterion (latent root criterion)
   Only factors that have a minimum root eigenvalue of 1 will be retained. This can mean that a factor can be considered a factor, when it can at least explain the variance of one variable or each variable contributing a value of one to the total eigenvalue. then, only factor with eigenvalue> 1 is considered significant.

b) Criteria (apriori criterion)
The number of factors is determined solely by the researchers because the researcher has had previous experience about some number of factors. This method is used to test an existing theory.
c) Percentage of Variance Criterion (percentage of variance criterion) criteria
The cumulative percentage of a given total variance is extracted from the selected factors in sequence. The goal is to ensure the significance of the selected factors. By making sure it is first known for certain that these factors can explain at least some of the variance.
d) Scree Test Criterion (scree test criterion)
Although all factors contain at least some unique variances, but essentially the proportion of unique variance of two factors (and after) is greater than the previous factor. The goal is to identify the maximum number of extractable factors before a number of unique variances begin to dominate the structure of common variance. On the root latent curve of the number of factors, the point at which the curve starts to move straight is an indication of the number of maximum factors that can be extracted.
e) Respondent Criteria (heterogeneity of respondent)
If the sample is heterogeneous in at least one part of the set of variables, then the first factor will explain those variables in a more homogeneous way to the whole sample.

Selection of Rotation Method and Interpretation of Factor Matrix

If the loading factor of a variable is equally high in some factors then it is difficult to decide on which factor the variable should be included, whereas the target factor analysis is that each variable goes to one factor only. For that after extraction, the factors formed need to be rotated. The purpose of the rotation is to extract the variable loading factor. Rotation is done by rotating the axis of the factor, from its center point to the point to be addressed. Here are some methods of rotation, namely:

a. Orthogonal Rotation, is done by rotating the axis of factors whose position is perpendicular to each other, so that each factor is independent of other factors because its axis is perpendicular to each other. In the case of Orthogonal rotation can be distinguished as follows:

- Quartimax, by rotating the initial factor of extraction results so as to obtain the rotation results where each variable has a high loading factor in one factor and as small as possible on other factors.
- Varimax (most commonly used because it often proves better in showing differences between factors), by rotating the initial factor of the extraction results so as to obtain the rotation result wherein in a column, the values are as much as possible close to zero. This means that, within a set of factors, the variables are included as few as possible.

b. Equimax, combining quartimax and varimax methods.

c. Oblique Rotation, is done by rotating the axis of the factor whose position is angular to each other, with a certain rotation angle. In this case, the correlation between factors is still taken into account because the factor axes are not perpendicular to each other.

Results and Discussions

All research data obtained from the field were processed by using factor analysis and yielding correlation matrices. Given the correlation matrix can be identified variables that are interconnected. Variables that are not related to other variables are excluded from this analysis. To test that among the 32 questions interconnected is shown by the value of the determinant R close to zero (0), the KMO value (Kaiser-Meyer-Olkin) must be greater than 0.5 and the Barlett test. For more details can be seen in Table below.

Based on the test results with factor analysis in the Table above test results as follows:
a). Determinant Value

Determinant value is 0.000 where this value is close to zero (0), hence can be stated that inter variable happened correlation. Furthermore, each variable is analyzed to find out which can be further processed and which variable should be issued.

b). KMO value (Kaiser-Meyer-Olkin)

KMO value (Kaiser-Meyer-Olkin) is 0.912 where this value is greater than 0.5 which means there is closeness between variables.

c). Barlett Test

In Barlett test results obtained by statistical value of Chi-Square of 4.894 at a significance level of 0.000, it can be said that inter vaiabel happened a significant correlation or <0.05.

d). Value of MSA (Measures of Sampling Adequacy)

To see whether each variable is related to other variables then use the value of MSA (Measures of Sampling Adequacy) where the value must be greater than 0.5 which will show the relationship between variables very closely. the test results show that there is no MSA value less than 0.5 and this has an indication that all criteria have been met.

Table 1. Determinant value, KMO, Barlett Test, MSA in factor analysis

Items	Results
Determinant Value	0.000
KMO Value (Kaiser-Meyer-Olkin)	0.912
Uji Barlett	
a. Chi-Square	4.894
b. Sig.	0.000
MSA Value (Measures of Sampling Adequacy) < 0,5 (If there is an item <0.5 then it is removed from the next factor analysis)	None

To determine how many factors can be accepted empirically, it can be done based on the amount of Eigen Value every factor that emerged from data processing. The greater the value of Eigen Value of each factor that appears then the more representative the factor represents a group of variables. Factors chosen are factors that have Eigen Value equal to or greater than 1 (Eigen Value ≥ 1). For more details, it can be seen in the following table that from xx the remaining measurement indicators are obtained or grouped into factors.

Table 2 Determination of number of factors with total variance explained

Factors	Eigen Value	% of Variance	Cumulative %
1	10.039	31.372	31.372
2	2.090	6.531	37.903
3	1.766	5.520	43.422
4	1.321	4.127	47.549
5	1.301	4.067	51.616
6	1.216	3.800	55.416
7	1.130	3.531	58.947
8	1.031	3.223	62.169

The result of factor simplification in the factor matrix shows the relationship between the factors with each indicator, but there are many correlated indicators that are difficult to interpret in those factors. Therefore, there are still unclear indicators that will be incorporated into the 8 factors that have been formed. Therefore, the rotation needs to be done in order to make clear the difference of a variable will be included on the factor there.

Table 3 Rotation factor with varimax rotation

No	Measurement Indicators	Factors	Eigen Value	Percentage Variance	Loading Factors
1	Clarity of Information on Packaging	Factor 1	10.039	31.372	0.76
2	Package Includes Expired Date				0.74
3	Package Includes MOH Permit and No BPOM				0.74
4	Innovative Packaging In accordance with the Development of Technology				0.68
5	Packaging Includes Halal Label				0.66
6	Availability of Packaging in Several Sizes				0.54
7	Packaging Has Good Resistance				0.53
8	Brand Easy to Remember	Factor 2	2.090	6.531	0.74
9	Brand is Easy Known				0.73
10	Brand Using Easy Spoken Terms				0.64
11	Products Using Unique Logos				0.61
12	Brand Reflects High Quality				0.52
13	Products Using an Interesting Logo				0.51
14	Packaging Can Be Recycled	Factor 3	1.766	5.520	0.78
15	Brand Reflecting Prestige and Prestige				0.68
16	Packaging Provides Information on How to Discard				0.54
17	Price In accordance with the Quality Expected	Factor 4	1.321	4.127	0.80
18	Price In accordance with the Benefits Expected				0.78
19	Interesting Color Packaging	Factor 5	1.301	4.067	0.81
20	Interesting Packaging Design				0.72
21	Good Quality Packaging				0.62
22	Packaging Easy to Open	Factor 6	1.216	3.800	0.78
23	Packaging Easy to Carry Everywhere				0.71
24	Secure Foodstuffs	Factor 7	1.130	3.531	0.76
25	Taste in accordance with palate				0.69
26	Diversity of Taste Options	Factor 8	1.031	3.223	0.78
27	Unique Flavors				0.59

Using the matrix rotation, the factor matrix is transformed into a simpler matrix making it easier to interpret. In this research is transformed by using varimax rotation. Varimax rotation is chosen because it gives better results than other factor rotation techniques (Santoso and Tjiptono, 2001).

Based on the results of factor analysis can be seen in Table above of 32 indicators used obtained 27 indicators formed into 8 factors with loading factor greater than or equal to 0.5 (≥ 0.5). According to Joseph F. Hair Jr (2011)the greater the loading factor used, the easier it is to interpret the matrix of factors that have been formed so that in this study used loading factor greater than 0.5. While the other 5 indicators have a loading factor smaller than 0.5, so it cannot be included in any of the 8 factors that are formed i.e. the ability of packaging in protecting the product, the clarity of material content information and nutrition in the product, product brand that reflects the famous product, brand to last long and no discounts.

The interpretation of factors can be done by categorizing indicators that have a factor loading greater than or at least 0.5, while the variable has a factor loading less than 0.5 is removed from the model that is formed. Based on Table 4:19 above can be seen there are 27 indicators that have a loading factor ≥ 0.5 spread in 8 factors with a percentage of variance of 62.12%. Figures show that this research is able to explain the factors that considered by teenagers in buying traditional food product of West Sumatra at 62.12%.

Furthermore, we can separate the 8 factors, and naming them in appropriation with each factors containing. Each factor can be named as follows:

1. Packaging information
2. Brand Power
3. Eco-Packaging
4. Price and Quality Ratio
5. Packaging Attractiveness
6. Practical Packaging
7. Products Accordance to Taste
8. Product Differentiation

Based on the loading factor, the biggest factor that influencing youth decision in buying snacks is Packaging Information. This means that Gen Z, when consuming snacks, no longer regard taste as the most important factor. For them, interesting packaging is the most important thing. This is in line with our previous research, where it was found that teenagers are less interested in consuming Minangkabau traditional foods, although they think they taste better than modern snacks. Therefore, for traditional snack producers of West Sumatera, it is important to emphasize the importance of designing packaging that appeals to teenagers. Because this is the main consideration of them in buying snacks.

Conclusions

This research produces 8 factors in analyzing youth decision factors when buying Minangkabau traditional foods. These 8 factors these 8 factors, respectively from the highest to the lowest: (1) packaging information, (2) brand power, (3) eco-packaging, (4) price and quality ratio, (5) packaging atractiveness, (6) practical packaging, (7) products accordance to taste, and (8) product differentiation. This research further confirms Evanita's earlier findings, in which Z Generations is concerned with product appearance rather than the taste itself. This is very different from the previous generation, where the main factor in choosing food is simply the flavor.

For a millennial, the most important thing in choosing a snack is complete information coupled with a unique brand. Because for the Z Generations, buying is no longer functionality based, but it reflects their character and identity. In addition, awareness of the environment is also an important factor. Whereas, the Z Generations are more likely to prefer recyclable packaging and can be easily disposed of. The interesting thing is, the taste that suits the unique taste and taste becomes the last factor in determining the purchase decision.

Therefore, to the traditional food producers of West Sumatra, it is advisable to improve the appearance and brand of products tailored to the tastes of Z Generations, in order to have competitiveness edge with modern snack products.

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