ANALYSIS OF PREFERENCES FOR TYPES AND MODELS OF JEANS AMONG YOUNG ADULT CONSUMERS IN EAST JAVA BASED ON GENDER, FASHION AWARENESS, AND PURCHASE FREQUENCY USING CONJOINT ANALYSIS METHOD

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Abstract

This research aims to analyze the types and models of jeans that are most preferred by young adult consumers in East Java using the conjoint analysis method. The study focuses on understanding consumer preferences and determining the key attributes that influence their purchasing decisions. Data for this study was collected through surveys administered to young adult consumers in East Java. The selected attributes for analysis include the types of jeans (e.g., skinny, bootcut, straight) and the models (e.g., raw, poly, mixed, dan stretch). Respondents were asked to evaluate various combinations of these attributes to determine their preferences. Conjoint analysis was employed to analyze the collected data. This statistical technique allows for the measurement of the relative importance of different attributes and the identification of the most preferred types and models of jeans among young adult consumers in East Java. The findings of this research will provide valuable insights into consumer preferences and assist manufacturers and retailers in developing and marketing jeans that align with the preferences of young adult consumers in East Java. Understanding the most favored types and models of jeans will enable businesses to tailor their offerings and enhance their competitiveness in the market.

Keywords: Buying Behavior, Conjoint Analysis, Jeans Attributes.