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Consumer Decision-Making Style of Gen Z and Millennials in Choosing Activewear (Study Case: Eiger Act)

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ABSTRACT (10pt)

This study explores the decision-making styles and visual preferences of Generation Z and Millennials in purchasing activewear, focusing on Eiger Act, a sub-brand of Eiger Tropical Adventure targeting the Indonesian market. Employing a quantitative descriptive-comparative approach, the research analyzes consumer behavior through the Consumer Style Inventory (CSI) framework and visual preference tests. Findings indicate that both generations share strong orientations toward quality, price/value consciousness, and convenience, with minimal differences in decision-making styles. Gen Z shows greater loyalty to global brands like Nike and Adidas, while Millennials are more flexible and open to local brands. Both groups consistently prefer minimalist and functional designs, favoring simple T-shirts with small logos over complex patterns. These results suggest that Eiger Act should adopt a dual marketing strategy building a strong, trustworthy brand image to appeal to Gen Z and leveraging unique storytelling and product differentiation to attract Millennials. Digital marketing and e-commerce platforms such as Tokopedia and Shopee should be prioritized, alongside the development of minimalist product lines and the use of 3D design technology to accelerate prototyping. This study contributes to consumer behavior literature by providing empirical insights into generational convergence in activewear preferences within emerging markets.

Keywords: activewear market; consumer decision-making styles; Gen Z and Millennials

INTRODUCTION

According to the report on the results of the Asia Pacific Health Inertia Survey 2021, conducted by global nutrition company Herbalife Nutrition, the COVID-19 pandemic that occurred in 2020 has impacted various aspects of people's lives, including how they manage their health. There is a high awareness of the importance of regular exercise, a healthy diet, and environmental and community support in achieving better overall health. The survey also found that 64% of consumers in Indonesia started exercising more often during the pandemic (Yuliardi, 2021). Herbalife Nutrition also found that most consumers in Indonesia (99%) plan to adopt a healthy and active lifestyle in the future (Arik Putri Lestari & Rofiah, 2021; Jorie et al., 2018; Parwati & Atidira, 2024; Suciani & Sri Ayuni, 2022; Yunida et al., 2020). The main actions they will take to exercise include making a regular exercise schedule (72%), buying exercise equipment to exercise at home (45%), and encouraging family and friends to exercise together physically or virtually (44%). Furthermore, the 2023 Asia Pacific Health Priority Survey report by Herbalife stated that 77% of respondents in the Asia Pacific region changed their lifestyle to be healthier through regular exercise, getting enough sleep, consuming nutritious food and drinks, and paying more attention to mental well-being (Theodora, 2024).

As time passes beyond the pandemic's peak, people continue to perform sports activities to stay fit and healthy. The Chief Commissioner of *PT Welspro Inspirasi Utama*, Dr. dr. Edi Mustamsir Sp.OT (K) said that after the COVID-19 pandemic, sports, as an effort to maintain health, have rapidly developed into a lifestyle trend (Nurcahyani, 2022). The findings of a survey conducted by Populix, a Jakarta and Singapore-based business research and data service provider, support Dr. dr. Edi Mustamsir's statement.

The "Sports Trends Analysis" survey, conducted from 13–15 November 2024, stated that 90% of *Gen Zers* tend to play sports off the field, while 86% play sports on the field. Meanwhile, 90% of Millennials stated that they do not need a field when exercising, and 85% stated that they play sports on the field. Meanwhile, the average frequency of exercise is 68% 1–2 times per week and 23% 3–4 times per week (Tanip & Putra, 2025). The sports activities shown in the survey range from running, cycling, swimming, gym workouts, *zumba*, *pilates*, badminton, soccer, futsal, basketball, and tennis. Most respondents chose a particular type of sport because it is easy and because of the level of entertainment that can be obtained. When choosing a particular sport, most respondents consider the availability of facilities and time.

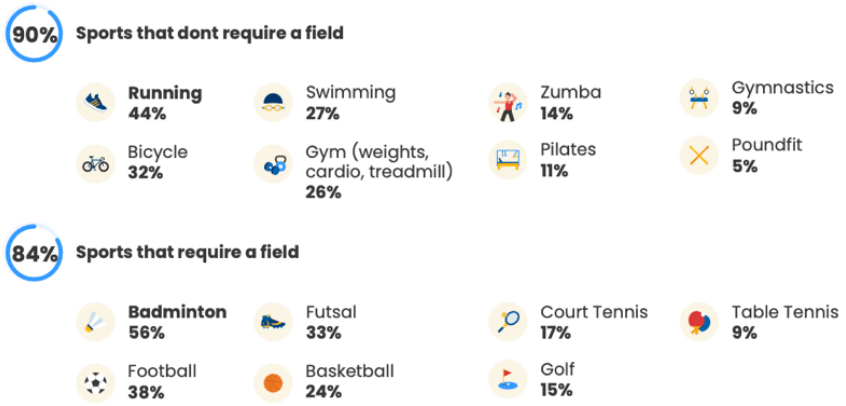

Figure 1. Types of sports that are popular among the public

(Source: Populix's Understanding Indonesia's Sports Trends report)

The survey results from Populix show that most people in Indonesia, especially *Gen Z* and *millennials* in urban areas, are already very aware of health concerns. Fajar Nugraha—Head of Brand and Sports Marketing *Asics Indonesia*—stated that his party observed that the trend of a healthy and active lifestyle is increasingly rooted in Indonesian society (Mediana, 2025). In conclusion, this trend is a new positive direction in healthy living, especially after the COVID-19 pandemic.

The Asia Pacific Health Priority 2023 survey by *Herbalife* reveals that 86% of Indonesian respondents are willing to increase their spending to lead healthier lives (Theodora, 2024). This growing health consciousness aligns with the *Global Wellness Institute*'s definition of the *Wellness Economy*, which is defined as industries that enable consumers to incorporate wellness activities and lifestyles into their daily lives (Global Wellness Institute, n.d.). The *Wellness Economy* includes 11 sectors, such as mental wellness, physical activity, wellness real estate, workplace wellness, wellness tourism, spa economy, thermal/mineral springs, healthy eating, nutrition and weight loss, personal care and beauty, preventive and personalized medicine and public health, and traditional and complementary medicine. This trend indicates significant opportunities for businesses in the fitness and wellness industries.

According to the *Global Wellness Institute*, by 2023, the global wellness economy will reach a value of US$6.3 trillion, equivalent to 6.03% of the world's GDP. This means about 1 in every US$20 spent by consumers worldwide goes toward health-related products and services. In Indonesia, the wellness economy is also growing rapidly. The country ranks 7th in the region and 19th globally, with per capita spending on health of US$133, or 3.44% of total GDP (*Medical Wellness*, 2023).

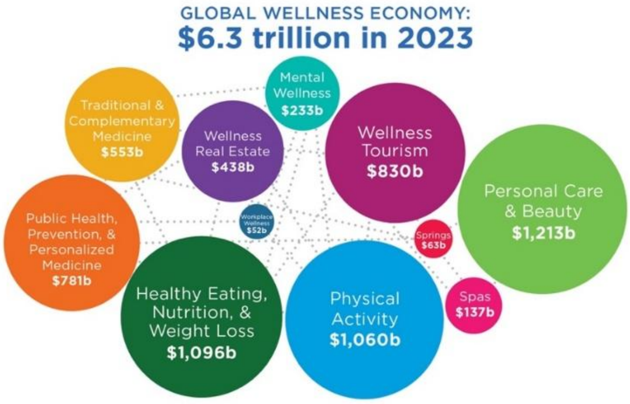

Figure 2. Global Wellness Economy in 2023
(Source: Global Wellness Institute)

The *Global Wellness Institute* in the *Global Wellness Economy Monitor 2024* also predicts an increase in the compound annual growth rate (CAGR) from 2023 to 2028 of 7.8%. This CAGR rate has increased rapidly after the COVID-19 pandemic slowly began to subside. The projected average annual growth per sector from 2023 to 2028 in the *Global Wellness Economy* also shows a positive increase. The physical activity category, although it does not show a significant increase in projections, is quite encouraging, at least for the growth of the *activewear* market.

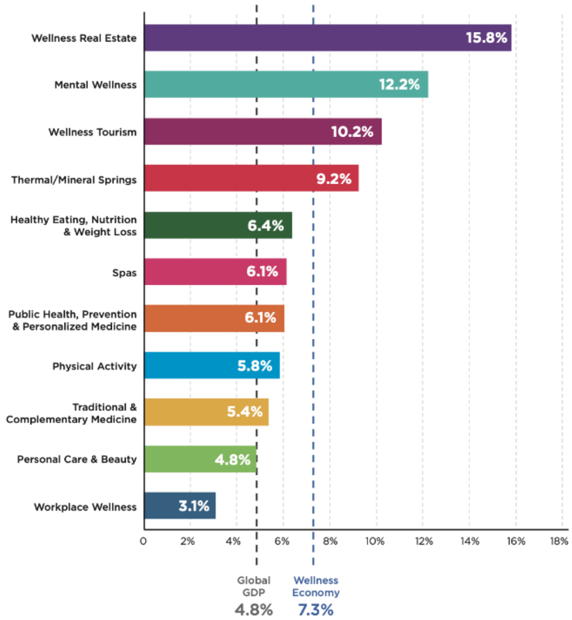

Figure 3. Projected Average Annual Growth Rate by Wellness Economy Sector 2023-2028
(Source: Global Wellness Institute and IMF)

Regular physical activity has become an integral part of many people's lifestyles, driving increased demand for sports products such as shoes, clothing, and accessories. According to the *Understanding Sports Trends in Indonesia* survey by *Populix*, *Generation Z* and *Millennial* respondents engage in indoor and outdoor exercise 1–4 times per week (Tanip & Putra, 2025). As individuals pursue an ever more active lifestyle, there is an increase in the use of *activewear*, which comprises sports and training shirts, training pants, bras, and leggings. The rising need for *activewear* aligns with projections from the *Global Wellness Institute*, which anticipates steady annual growth in the industry, with a compound annual growth rate (CAGR) of 5.8% until 2028. This presents a valuable opportunity for local brands to enter the *activewear* or *sportswear* market. By doing so, they can attract new consumer segments, particularly *Gen Z* and *Millennials*, while also strengthening brand awareness in the competitive *activewear* industry.

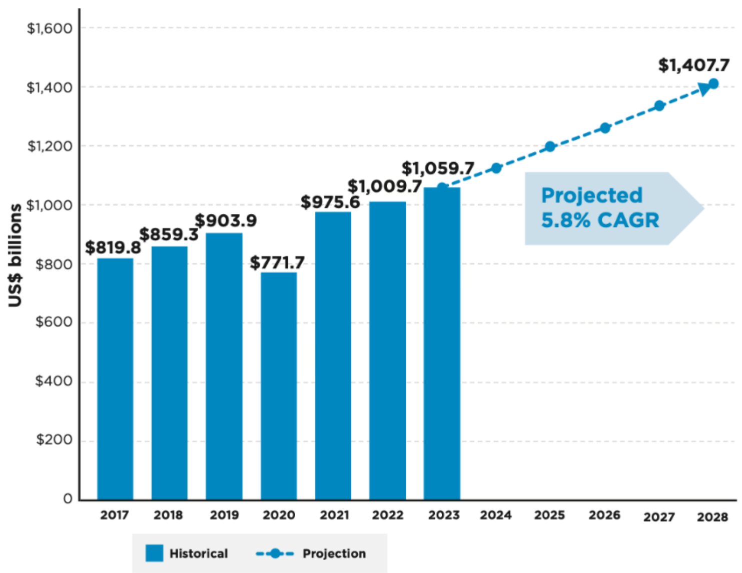

Figure 4. Global Market Size and Growth Projections of Physical Activity Sector
(Source: Global Wellness Institute and IMF)

Fajar Nugraha, Head of Brand and Sports Marketing at *Asics Indonesia*, further validated the rising demand for sports equipment and observed that many prioritize quality gear to support their active routines (Mediana, 2025). This trend falls under the Physical Activity sector of the *Wellness Economy*, which encompasses consumer spending on recreational activities and the supporting subsectors of technology, equipment and supplies, and clothing and apparel. As more people embrace intentional physical activities, the growing market for sports-related products highlights significant opportunities within the wellness industry.

The rising trend of incorporating sports into daily life has driven demand for sports equipment and apparel and fueled the growth of the sports tourism industry. According to *RajaMICE* CEO Panca R. Sanguru, more people are eager to participate in running events held across major cities, with event calendars spanning the entire year (Mediana, 2025). Popular races such as the *Pocari Run* in Bandung, the *Maybank Marathon* in Bali, the *Borobudur Marathon* in Central Java, the *Bromo Tengger Semeru Ultra* in East Java, and the *Jakarta Marathon* continue to attract widespread attention. Participants come from the host cities, other regions in Indonesia, and even abroad, further boosting the industry. Understanding this excitement, a company that sells outdoor clothing and equipment, *Eiger*, is an active sponsor of the *Tahura Trail Run* event at *Taman Hutan Ir H Juanda* or known as *Tahura Dago*. People are increasingly interested in running and other sports activities, which illustrates that there are many business opportunities in the sports sector—one of the key aspects of the larger wellness economy.

The global *activewear* market demonstrates significant growth, with a value of US$406,830.3 million in 2024 and projected CAGR growth of 9% through 2030 (Grand View Research, 2024). The Asia-Pacific region shows more aggressive trends, with projected CAGR growth of 10.9% reaching US$179,812.3 million by 2030. In Indonesia, although the *activewear* market is dominated by foreign brands and major retailers, local brands have opportunities through product innovation and online markets, particularly in reaching *Gen Z* and *Millennial* segments who are increasingly health-conscious.

Eiger Tropical Adventure launched the *Eiger Act* sub-brand in 2022 to enter the *activewear* category but faces challenges in penetrating the young generation market. *Eiger Act* products are priced at Rp399,000 for t-shirts, positioning between local brands and international brands like *Nike AeroSwift* (Rp1,079,000) or *Adidas Adizero* (Rp900,000), creating a value proposition of premium quality at affordable prices.

Post-COVID-19 consumer behavior transformation has created sustainable health and wellness trends, particularly among *Gen Z* and *Millennials* (McKinsey & Company, 2024). The Indonesian government, through the Ministry of Industry (*Kemenperin*), actively encourages the development of sports and fashion industries, seeing great potential for local brands to compete (Kemenperin, 2024). With increasing competition intensity from more agile and innovative challenger brands, a deep understanding of decision-making styles and product preferences of both target generations becomes critical for successful market penetration.

This study adapts the *Consumer Styles Inventory* (CSI) framework by referring to empirical findings from Thangavel et al. (2019) on *Gen Z* and Musasa & Moodley's (2022) research on *Millennials*, which are then adjusted to the Indonesian *activewear* context. This approach provides a solid theoretical foundation for analyzing generational differences in shopping styles within specific product categories.

This research presents novelty through in-depth comparative analysis between *Gen Z* and *Millennials* in the Indonesian *activewear* context, integrating shopping orientation measurements with Visual Preference Tests for product attributes. The focus on a sub-brand still in the development stage (*Eiger Act*) provides a unique prospective perspective, different from consumer studies on brands already established in the market.

This study aims to identify, analyze, and compare the shopping orientation profiles of Indonesian *Gen Z* and *Millennial* consumers in the context of *activewear* purchases; analyze and compare Indonesian *Gen Z* and *Millennial* consumer preferences towards key attributes of *activewear* products, particularly style and design aspects, through visual preference testing; and provide strategic recommendations to *Eiger Act* regarding positioning, products, and marketing based on findings about decision-making styles and preferences of *Gen Z* and *Millennial* consumers.

This research provides strategic insights for *Eiger Act* in developing appropriate positioning, product portfolios that match target market preferences, and effective marketing strategies to achieve consumer cycles from *Gen Z* to the parent brand *Eiger Tropical Adventure*. This study contributes to consumer behavior literature by providing empirical understanding of generational shopping style differences in the *activewear* category in emerging markets, as well as Visual Preference Test methodology that can be adapted for similar research. Research findings can serve as references for other local *activewear* brands in understanding Indonesian young consumer preference dynamics, supporting the development of a more competitive domestic sports fashion industry in regional markets.

METHOD

Research Design

This study employs a quantitative approach with a descriptive-comparative design to identify and compare decision-making style profiles and *activewear* product preferences between *Generation Z* and *Millennial* consumers in Indonesia. The descriptive design is used to describe decision-making style profiles and *activewear* feature preferences in both generational segments, while the comparative design aims to compare significant differences between the two generations regarding decision-making styles and product attribute preferences.

Data Collection

Data collection was conducted through mixed methods, consisting of primary and secondary data. Primary data was collected through online questionnaire surveys distributed to *Generation Z* consumers (ages 13–28 in 2025) and *Millennials* (ages 29–44 in 2025) who are active in sports activities in the Greater Jakarta and Bandung areas. Sample size determination used the *TAM*, *SAM*, and *SOM* models, with a target population of approximately 7,235,171 people. Secondary data was obtained from credible industry reports, market research, and trusted news articles discussing *activewear* trends in Indonesia.

Research Instrument

The online questionnaire was designed based on the *Consumer Style Inventory* (CSI) theoretical framework and divided into five main variables:

Table 1. Research Instrument

Variable	Description	Measurement Method
Respondent Characteristics	Demographic data: gender, age, education, occupation, residence, income	Categorical questions
Activewear Preferences & Purchase Behavior	Physical activity level, purchase frequency, expected price, purchase channels	Categorical and numerical questions
Shopping Orientation	10 decision-making style dimensions based on CSI	5-point Likert scale
Visual Preference Test	Aesthetic preferences for activewear product designs (t-shirts, shorts, sports bras, leggings)	5-point Likert scale with visual stimuli
Purchase Intention	Likelihood of purchasing Eiger Act products	5-point Likert scale

Data Analysis
The data analysis process includes several systematic stages:

Data Preparation

Raw data from online questionnaires was organized using Microsoft Excel with checks for completeness, inconsistencies, and outliers. Respondents were grouped by generational categories using Excel's logical functions.

Table 2. Analysis Stages

Analysis Type	Purpose	Method
Reliability Test	Measure internal consistency of CSI instrument	Cronbach's Alpha ($\alpha \geq 0.7$)
Descriptive Analysis	Summarize characteristics of each generational cohort	Frequency statistics, percentages, means, and standard deviations
Comparative Analysis	Test significant differences between generations	Chi-Square Test (categorical data) and Independent Sample t-Test (interval data)

Results Interpretation

Descriptive and comparative analysis results will be interpreted within the context of the research questions and literature review to develop segmentation profiles based on differences or similarities between *Generation Z* and *Millennials* in shopping orientations and *activewear* product preferences.

Validity and Reliability

Instrument validity was ensured through adaptation from proven theoretical frameworks (*Consumer Style Inventory*), while reliability was measured using *Cronbach's Alpha* coefficient with a minimum standard of 0.7 for adequate internal consistency. The statistical significance level was set at $\alpha = 0.05$ for all hypothesis tests.

RESULTS AND DISCUSSION

Respondent Demographic Characteristics

This study involved 104 respondents consisting of 59.6% Millennials and 40.4% Gen Z. The majority of respondents were aged 29-35 years (54.8%) and 20-28 years (35.6%), with male dominance (58.7%) compared to females (41.3%). Respondents' education level was dominated by bachelor's degree holders (76.9%), with the most common profession being private employees (57.7%) and students (16.3%). Most respondents resided in Bandung (50%) and Jakarta (32.7%).

Table 3. Monthly Income Distribution of Respondents

Income Range	Gen Z	Millennials	Total
< Rp3,000,000	11.5%	7.7%	19.2%
Rp3,000,000-Rp8,000,000	26.0%	24.0%	50.0%

Rp8,000,000-Rp13,000,000	2.9%	17.3%	20.2%
> Rp13,000,000	0%	10.6%	10.6%

The data shows significant differences in income distribution between the two generations. Gen Z is dominated by low to middle-income groups (< Rp8 million), while Millennials have a broader income distribution with a significant proportion in high-income categories.

Physical Activity Behavior and Activewear Purchasing

Table 4. Physical Activity Frequency and Sports Types

Parameter	Gen Z	Millennials	Total
Exercise Frequency			
2-3x/week	57.1%	37.1%	45.2%
1x/week	31.0%	33.9%	32.7%
4x/week	11.9%	29.0%	22.1%
Main Sports Type			
Running/Jogging	61.9%	45.2%	51.9%
Gym/Fitness	19.0%	22.6%	21.2%
Yoga/Pilates	7.1%	6.5%	6.7%

Gen Z shows a stronger preference for running/jogging, while Millennials are more diversified in their sports choices. A total of 97.1% of respondents had experience using activewear in the past year.

Table 5. Activewear Purchasing Behavior

Purchase Aspect	Gen Z	Millennials	Total
Purchase Frequency			
2-3x/year	66.7%	59.7%	62.5%
1x/month	21.4%	12.9%	16.3%
Price Range			
< Rp200,000	28.6%	27.4%	27.9%
Rp200,000-Rp500,000	54.8%	51.6%	52.9%
> Rp500,000	16.6%	21.0%	19.2%

The data shows both generations have relatively similar purchasing patterns, with dominance in the Rp200,000-Rp500,000 price range and purchase frequency of 2-3 times per year.

Purchase Channel and Brand Preferences

Table 6. Main Purchase Channels

Channel	Gen Z	Millennials	Total

E-commerce (Tokopedia, Shopee)	49.3%	50.0%	49.7%
Brand offline stores	18.7%	19.8%	19.3%
Sports equipment stores	16.0%	16.0%	16.0%
Official brand websites	8.0%	12.3%	10.5%

E-commerce dominates both generations' preferences, but Millennials show higher preference for official brand websites.

Table 7. Activewear Brand Preferences

Rank	Gen Z	Millennials
1	Nike (17.9%)	Uniqlo (18.9%)
2	Adidas (17.9%)	Nike (18.2%)
3	Uniqlo (14.3%)	Adidas (11.5%)
4	Duraking (7.1%)	Decathlon (3.4%)
5	Under Armour (4.5%)	Under Armour (3.4%)

Gen Z shows high loyalty to established global brands (Nike, Adidas), while Millennials are more open to alternative brands including retailers (Uniqlo) and local brands.

Consumer Decision-Making Style (CDMS) Analysis

Table 8. CDMS Dimension Average Scores

CDMS Dimension	Mean Score	Std. Deviation
Price/Value Consciousness	42.4	94.4
Quality Consciousness	40.3	96.7
High Quality Fashion Consciousness	41.2	84.6
Convenience Orientation	41.4	89.3
Recreational Consciousness	37.6	110.3
Brand Consciousness	38.6	101.8
Creative-Variety Seeking	39.2	96.1
Habitual Buying/Brand Loyalty	39.3	99.0
Influence of Reference Group/Social	32.7	120.8
Confused by Overchoice	32.7	134.3

The data shows Price/Value Consciousness as the highest orientation, followed by High Quality Fashion Consciousness and Convenience Orientation. The lowest dimensions are Influence of Reference Group/Social and Confused by Overchoice.

Inter-generational CDMS Difference Test

Table 9. Independent Sample t-Test Results for CDMS

Dimension/Item	t-value	p-value	Significant
Habitual Buying: "Have several main brands"	2.033	0.045*	Yes
Creative-Variety Seeking: "Like trying new brands"	2.145	0.034*	Yes

Dimension/Item	t-value	p-value	Significant
Brand Consciousness (all items)	-	>0.05	No
Price/Value Consciousness (all items)	-	>0.05	No
Quality Consciousness (all items)	-	>0.05	No

*Significant at α = 0.05

Only 2 out of 23 CDMS items showed significant differences between Gen Z and Millennials, indicating high similarity in decision-making patterns.

Product Preferences through Visual Preference Test

Table 10. Product Preferences for Running Activities

Product Category	Rank 1	Rank 2	Rank 3
T-shirt	Basic Design + Small Logo (4.31)	Basic Plain (3.97)	Perforated Design + Illustration (3.18)
Shorts	Run Shorts (3.88)	Brief-Lined Shorts (3.80)	Trail Shorts (3.28)

Table 11. Product Preferences for Yoga/Pilates Activities (Female Respondents)

Product Category	Rank 1	Rank 2	Rank 3
Sports Bra	Back Clasp (4.02)	Racerback (3.95)	Cut Out Back (3.79)
Leggings	Full Length (4.23)	Flare (3.81)	7/8 Length (3.40)

Visual preference test data shows consistent preferences for minimalist and functional designs across all product categories.

Purchase Intention toward Eiger Act

Table 12. Eiger Act Purchase Intention

Aspect	Mean Score	Std. Deviation	Interpretation
Brand Consideration	4.04	0.81	High
Buying Willingness	4.05	0.81	High

Both purchase intention aspects show high scores (>4.0 on a scale of 5), indicating positive response to the Eiger Act concept.

Inter-generational Difference Test Results

Table 13. Summary of Chi-Square and t-Test Results

Variable	Test	p-value	Conclusion
Running Product Preferences	t-test	>0.05	No difference
Yoga/Pilates Product Preferences	t-test	>0.05	No difference
Purchase Intention	t-test	>0.05	No difference
Physical Activity Frequency	Chi-square	0.060	Not significant (marginal)
Income Distribution	Chi-square	<0.001*	Significant

*Significant at α = 0.05

Convergence in Consumer Decision-Making Style Patterns

The main finding of this study reveals that Gen Z and Millennials show surprising similarities in their Consumer Decision-Making Style (CDMS) when purchasing activewear products. Of the 23 items tested, only 2 items showed statistically significant differences. This contradicts common assumptions that the two generations have fundamental differences in consumption behavior. This convergence can be explained through several theoretical and practical perspectives.

First, from a generational theory perspective, although Gen Z and Millennials were born in different eras, both experienced intensive digitalization and globalization during their formative years. Millennials experienced the transition from analog to digital eras, while Gen Z was born in the digital age. However, in the context of activewear in Indonesia, both were exposed to the same global trends through social media and digital platforms. The "athleisure" concept that combines sports function with casual fashion has become mainstream in both generations, creating preference convergence.

Second, the characteristics of activewear products themselves have universal attributes valued across generations. The Price/Value Consciousness concept that dominates both generations (mean score 42.4) shows that in functional product categories like activewear, rational considerations are more dominant than generational identity expression. High Quality Consciousness (mean score 40.3) and Convenience Orientation (mean score 41.4) indicate that product function and quality become top priorities, transcending generational boundaries.

Third, Indonesia's socio-economic conditions enable the creation of a "compressed generation gap" where Gen Z and Millennials face similar economic challenges. Income distribution data shows that the majority of both generations are in the Rp3-8 million per month range, creating similar budget constraints and driving convergence in price-value consciousness orientation.

Specific Differences: Brand Loyalty vs Variety Seeking

Despite the dominance of similarities, two significant differences identified provide valuable insights. The difference in the item "I usually have several main brands or stores when I shop for activewear" (p=0.045) in the Habitual Buying/Brand Loyalty dimension shows that Millennials tend to have a more diversified brand set compared to Gen Z. This aligns with brand preference data where Gen Z is more concentrated on Nike and Adidas (17.9% each), while Millennials are more distributed across Uniqlo (18.9%), Nike (18.2%), and Adidas (11.5%).

The second difference in the item "I like to try new brands or styles of activewear products for variety" (p=0.034) in the Creative-Variety Seeking dimension reveals an interesting paradox. Although Gen Z is often perceived as a more adventurous and open-minded generation, in the activewear context, they actually show more conservative tendencies. Millennials show higher scores in trying new brands and styles, reflected in their preferences for alternative brands like Decathlon, Duraking, and Happyfit.

This phenomenon can be explained through Risk Aversion Theory in a generational context. Gen Z, despite being digital natives, face higher economic uncertainty as a generation just entering the workforce. Their financial limitations (dominance in income range < Rp8 million) drive them to "play it safe" by choosing established brands with high perceived quality. Conversely, Millennials with relatively better financial stability have the luxury to experiment with alternative brands.

Visual and Product Design Preference Implications

The Visual Preference Test yielded consistent findings that confirm both generations' preferences for minimalist and functional designs. The "Basic Design + Small Logo" t-shirt (mean score 4.31) became the top choice, followed by "Basic Plain" (mean score 3.97). Conversely, "Basic Design + Big Logo" (mean score 2.34) and "Colorful Printed Pattern + Small Logo" (mean score 2.57) received low ratings.

This preference can be analyzed through Consumer Aesthetics Theory which states that aesthetic preferences are influenced by cultural zeitgeist and functional necessity. The minimalism trend that has dominated global fashion in the last decade is reflected in activewear preferences. The "less is more" concept resonates with modern lifestyles that prioritize efficiency and versatility. Activewear with minimalist design can be easily integrated into various contexts, from gym to casual wear, in line with the athleisure trend.

From a semiotics perspective, preference for small logos over big logos indicates a shift from "conspicuous consumption" toward "understated luxury." Both generations show preference for subtle brand signaling over overt display of brand affiliation. This can be linked to increasing sophisticated brand consciousness, where consumers value quality and craftsmanship more than brand prominence.

For the sports bra category, preference for "Back Clasp" (mean score 4.02) and "Racerback" (mean score 3.95) confirms the importance of functional design. Both styles offer an optimal combination of support, comfort, and aesthetic appeal. Low preference for "Minimalist" style (mean score 2.28) shows that in the activewear context, functionality cannot be sacrificed for aesthetic minimalism.

Positioning Strategy for Eiger Act

High purchase intention toward Eiger Act (Brand Consideration: 4.04; Buying Willingness: 4.05) indicates significant market opportunity. However, positioning strategy must consider the complexity of competitive landscape and identified consumer preferences.

First, Eiger Act needs to adopt "premium local positioning" that leverages the gap between international premium brands (Nike, Adidas) and local budget brands (Duraking, Laika). With a price point of Rp249,000-Rp879,000, Eiger Act is in the sweet spot that aligns with majority respondents' price range preference (Rp200,000-Rp500,000). This positioning must be articulated through the value proposition "international quality, local accessibility."

Second, product development strategy should focus on minimalist design with small logo implementation. Visual preference test findings provide a clear blueprint for product design direction. Eiger Act can develop a signature minimalist aesthetic differentiated from competitors through distinctive color palette (Asparagus Green, Kangaroo Brown) that has become a brand identifier.

Third, distribution strategy should optimize e-commerce dominance (49.7% preference) while maintaining offline presence. Seamless omnichannel integration becomes a critical success factor, especially for targeting Gen Z who prioritize convenience orientation.

Theoretical and Managerial Implications

From a theoretical perspective, this study contributes to understanding generational convergence in consumer behavior, particularly in functional product categories. These findings challenge generational stereotyping and encourage a more nuanced approach to consumer segmentation. The Consumer Style Inventory (CSI) adapted for activewear context proved reliable (Cronbach's Alpha 0.828) and can be replicated for similar product categories.

Managerially, these findings indicate that segmentation based solely on generation is insufficient for the activewear market. Psychographic segmentation based on activity type, lifestyle orientation, and value consciousness might be more relevant. Activewear brands need to adopt a "generation-agnostic" approach that focuses on universal needs: quality, value, convenience, and aesthetic appeal.

For Eiger Act specifically, strategic recommendations include: (1) Product portfolio focused on minimalist design with functional excellence; (2) Pricing strategy that leverages premium local positioning; (3) Omnichannel-centric distribution strategy; (4) Communication strategy emphasizing quality-value proposition rather than generational messaging; (5) Community building approach based on activity type (running, yoga) rather than demographic segmentation.

Limitations of this study lie in the relatively small sample size (n=104) and geographic concentration in urban areas (Bandung, Jakarta). Future research can explore rural market dynamics and expand the sample for findings validation. Longitudinal studies are also needed to understand the evolution of consumer preferences in the dynamic activewear market.

Justification

The implementation plan was developed through discussions between the author and the product manager of Eiger Act. Initially, the research was intended to focus solely on Generation Z consumers. However, it became evident that Millennials also needed to be considered, given that Eiger’s loyal customer base (as the parent brand) is still largely dominated by this generation.

Since the study began while the Eiger Act brand was still in its development stage, the author chose to explore the topic of Consumer Decision-Making Styles (CDMS). This approach was considered appropriate because CDMS can be analyzed even before a brand is officially launched, as it focuses on the mental orientations or cognitive approaches that individuals typically use when making purchasing decisions.

During the research process, the author also identified product opportunities that had previously been overlooked by the product manager. For instance, activewear items like graphic running T-shirts initially thought to have limited appeal—were actually well-received by several respondents. Although the product manager was initially skeptical, the author presented relevant benchmarks, which eventually helped secure buy-in for the idea. Ultimately, this insight emphasizes the importance of developing products that reflect proven visual preferences to ensure Eiger Act remains aligned with market expectations.

CONCLUSION

This study examines the decision-making styles and visual preferences of *Gen Z* and *Millennials* in purchasing *activewear*, focusing on *Eiger Act*, a subcategory of *Eiger Tropical Adventure* entering the Indonesian market. While both generations share orientations toward quality, price/value consciousness, and convenience, *Gen Z* tends to be more loyal to global brands like *Nike* and *Adidas*, whereas *Millennials* are more open to local brands and prioritize flexibility. Demographically, *Gen Z* respondents are mostly students or private employees with incomes under IDR 8 million, while *Millennials* have more diverse professions and higher, more stable incomes. Both groups prefer minimalist designs, favoring simple, clean, and functional aesthetics such as T-shirts with small logos, indicating a unified trend across both segments. These findings highlight the need for a dual marketing strategy: building a strong brand image for *Gen Z* and leveraging unique storytelling to attract *Millennials*, alongside digital marketing efforts focused on e-commerce platforms like *Tokopedia* and *Shopee*. Managerial recommendations include prioritizing minimalist product designs, establishing an independent brand identity, implementing segmented digital marketing, and optimizing product development speed through 3D design technology and consumer engagement. Further research should expand respondent coverage, utilize conjoint analysis for precise trade-off evaluations, and conduct post-launch studies to assess consumer satisfaction and loyalty.

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