

Understanding the Shift from Global to Local Sneaker Brands: A Push-Pull-Mooring Analysis of Indonesian Generation Z

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Abstract

In the growing shift from global to local consumption, this study explores what drives Generation Z consumers in Indonesia to reconsider their brand loyalty in the sneaker market. Guided by the Push-Pull-Mooring (PPM) framework from Migration Theory and supported by Social Identity Theory, this research explores how situational and identity-driven factors influence switching behavior. Push factors include dissatisfaction with global brands and perceptions of high pricing, while pull factors refer to attractiveness of alternatives and social influence through subjective norms. Mooring factors consist of switching costs and consumer ethnocentrism, the latter reflecting a consumer's alignment with local identity and preference for domestic products. A quantitative research design will be employed using structured questionnaires distributed to Gen Z respondents with experience purchasing both global and local sneaker brands. Data will be analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess the proposed relationships among constructs. The study aims to contribute to the theoretical development of brand switching behavior through the integration of migration and social identity perspectives. Furthermore, the findings are expected to offer practical implications for local brand managers and marketers seeking to better position their products in an increasingly competitive and identity-conscious market segment.

Keywords: brand switching; ethnocentrism; local identity; migration theory; social identity theory