CHAPTER 5
CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Baby boomers have market strength due to its size and affluence. Their time is precious, having self-assurance to demand proper service and they want to influence fashion clothing to meet their demands. Mature women continue to be fashion conscious and they still feel like when they were young, consequently, they want to look good and feel good. These findings by Tongren, 1988 have been confirmed with this study, furthermore, mature women are frustrated by retailers' lack of attention to this sector of the market.

Global consumers are getting more hedonistic. Pleasure, self-actualization and satisfaction are their main drivers to indulge themselves and feel good. This hedonic behavior influence mature women to claim their influence in the fashion retailing. Basically they are not satisfied and want to be noticed by the retailers. They have the willingness and bigger bargaining power than the younger age cohorts. Thus, they are forced to be reckoned with.

The theory of store image is affirmative for Indonesian mature women, that store image determines purchase. They see store image as a gestalt subjective and objective perception of a store-related attributes. The attributes that they highlight the most is assortment, styling, quality and service and atmosphere (including fitting rooms)

The Asia Pacific region is now experiencing an economic boom, for population giants such as China, Indonesia and India, they now have competitive advantage especially their human resources and natural resources. Middle-upper class consumers go abroad to shop and enjoy luxurious treatments as they have holiday. BCBG Max Azria, a

popular brand for luxury goods are opening their studios in Jakarta. The reason why, is actually simple. The most affluent consumers they have are Indonesian women! They shop in BCBG's boutique in Singapore and Hong Kong. These women have the buying power and therefore, the company decided to open their boutiques in Jakarta to ease Indonesian women in getting their merchandise. However, is this only a mere coincidence, or they already have done a research, we don't know for sure. Upper class mature women may have different behavior in purchasing fashion items, but the qualitative shows results below.

Let us first answer the questions addressed in chapter 2.

1. **Should we market to older people?**

   The answer is Yes; because, this market is unsought, there are big opportunities to grab this market. However, there is no concrete and recent data to know how big the market potential is. It is confirmed that they prefer buying ready-to-wear clothes, and they feel ignored by the limited assortments currently offered to them through both quantitavite and qualitative research. They have the buying power but unfortunately they feel the market is not there to cope with the demands. They like to browse during shopping and ended up buying clothes. For working women shopping is also an impulse, stress induce them to a shopping spree together with their colleagues. Housewives usually buy if they need new wardrobe or certain occasions such as gatherings, parties, etc.

2. **Should the older market be treated differently?**

   Yes, this market needs more attention especially from within the store. Mature women demands attention, styling that fits their self-image and not necessarily

fashion trendy since most of them are not fashion conscious and prefer comfortability.

Department stores, specialty stores and boutiques need to have spacious and bright fitting rooms, moreover, sales staff should be more friendly, helpful and knowledgeable.

3. **Should the older consumer market be treated as a homogenous market?**

No, mature women have different behavior as they grow older in terms of age gap since mature women have diverse needs and preferences for marketing offerings. They disagreed with the notion of having specially made goods for women aged 45+ because they don't want to be thought old as they always want to feel young. This is also supported by the fact that women have cognitive age. With the cognitive age analysis, retailers can see how different age groups feel different cognitively (See Table 11) The mature women cannot solely be segmented based on their chronological age (homogenously) because it would oversee their cognitive age.

4. **What are the most effective bases for segmentation?**

The most effective is by comparing chronological age and cognitive age of these women. Cognitive age plays a huge role in determining their preferences and behavior towards marketing strategies. Segmenting based on demography is considered obsolete because it can not produce deeper analysis on the behavior.

Face to face interview with female consumers aged 45+ is also recommended to explore their fashion clothing needs in detail. Furthermore, a research to explore fashion retailer and manufacturer is crucial to find out the current difficulties

faced in designing for mature women. By doing this, researcher can identify the differences is the process of designing fashion within the age groups.

5. **How do we market to the older population?**

- Product: as women grow older, they experienced physical changes such as body weight, arm span, sitting height, ect, fashion retailers consequently have to enrich their assortment with styles that will suit their self-image and body shape.

  Indonesian mature women wants to see more ranges of clothing designed to suit their body shape with v-neck line, available in short or long sleeves, styled proportionately between the hip and waist measurements.

  Good quality fitting is a major issue for these target market. They have been finding difficulties in getting the right fitting for their body shape, the solution for this is, and retailers should provide ranges of sizes according to European standard.

  Comfortability (fitting, shape, material) is a must for these women, the material, style are also important factors in purchasing fashion items. Mature women want styles that flatter the body and Indonesian mature women don't really care about trends and brands. For niche upper class market brand might be an important factor but most women aged 45+ care a lot more on feeling comfortable of what they are wearing and brand is insignificant for them. These women are savvy, make huge investments (stocks, property, businesses, etc), and they want to see their wardrobe

reflects their self-image depending on the occasion (casual, formal or semi-formal)

Store choice for mature women also depends on the store's image, if the image fits their self-image, thus, they will choose the store.

- Advertising appeal and spoke persons: fashion retailers have to have an appeal that can attract the mature women. The appeal should promote "look good, feel good", aging gracefully, and the youthfulness within. If fashion retailer decided to use an endorser for the brand, they have to make sure the endorser's image comply with the targeted consumer.
- Types of sales promotion: seasonal catalogues, special offerings (bonuses), membership cards, introducing new designs on women magazines such as Femina or Harper's Bazaar will attract these women. They are busy with their household even though now they have more discretionary income and time doesn't mean they will have the time to browse once or twice a week at a department store. Catalogues that are sent directly to their homes will enable them to browse from home. Price is not a big issue for them, thus it is optional to add the price tag in the catalogue. They can check out the new designs for the current season and designs that are conservative and always "in" every season. Department stores like Sogo have their own magazine which included discounts coupons, latest gossips, latest trends, etc. however, the magazine is only sold within Sogo and customers who are interested have to pay a certain amount per issue. I would be great if the magazine is distributed free of

charge the kind of free magazines that are flourishing currently such as Area, Appetite Journey, Nea, etc. the idea of including the coupon is actually brilliant, but mature women dislike the idea of “buying” coupons in return of a magazine. Membership cards are quite common nowadays, however, boutiques or department stores have to be careful in managing it. Customers have to be reminded each time of transaction to present the member card. Matahari and Metro implemented membership cards, this way they know who are their customers and spending as well. Press releases to monthly women magazine are also important to introduce and educate these women about the store, positioning, and products. As said store choice depends on the store image, therefore, press conference to the media can help the store in marketing their brand and products.

- Types of services should be offered: The answer is quite easy. Mature women want sales attendants to cater for them. help them with ranges of various designs available there, make suggestions and offer them suitable styles. Sales attendants are not to be nosy but be helpful and friendly. Mature women despise sales attendants who are ignorant and impertinent. Most of them admitted to have fled stores that have unsympathetic sales people. They want to see swift and knowledgeable staffs, moreover, they want to be respected for their affluence. Their time is valuable but don’t rush them on buying items they don’t really want. Another service issue resulting from the qualitative study is the fitting room. Apparently, fitting

room is a big deal for them. they have longed to find spacious fitting rooms with adequate lighting. Dark and gloomy lighting makes better silhouette, make them look slimmer. They ended up purchasing the item and regret it because as they reached home and tried it on again, it looked different. It is the same thing but it looked different and clearer for them to see that they made a purchase blunder. When they want to refund, they can't since refund policy is uncommon in Indonesia. Customer can only exchange (in Indonesia this is the "return" policy) the size of the same item within a limited time frame usually three days. The return policy needs to be more flexible for them for them. for instance, customer can exchange purchase/s within a week or exchange it with other item that has the same value or more with the purchased one.

- How should products and services be distributed?

  Shopping malls, boutiques, specialty stores, arcadia are strategic places for them. they prefer to shop in a one stop shopping center. Buy groceries, eating out, leisure with family and then shop for their fashion needs at the same time. When they browse alone or with friends, mature women want varieties of goods that could attract them in buying. The display is essential to lure potential customers to browse inside rather than just window shopping. The display must show different styles, color and shapes and don't be afraid to play with the theme of the display.

6. **How should your product or service be positioned?**

   The positioning should exemplify strong women who are mothers to their children, wife to their husbands, who are now enjoying life as they see their children have grown into adulthood. Confident with themselves, women who want to look good for themselves, presentable and savvy. The positioning has to touch both working women and housewives. Thus what binds them is family, the sense of being the women of the house, decision maker should be portrayed and communicated.

Most retailers target younger customers, while this segment does not have the same affluence and buying power as the mature women segment. Younger customer is more volatile and fluctuate in terms of fashion trends, the trends keep changing and retailers have to cope with various types of merchandise, while mature women market are less fluctuative and don't want the design that do not reflect their personality.

They seek better designs from fashion retailers as brand is not a significant driver that influence their purchasing behavior. Retailers who oversee this lucrative market should really take these women into account since they have bigger disposable income to spend. By tapping to this market, retailers can enjoy a very profitable long term relationship to these loyal consumers, because they don't like to change brands.

Fashion retailers should now have plan to attract these women by providing them their desired styles of garment, conducive retail environment to boost their shopping mood such as fitting rooms, pleasant staff to assist them in whatever demands they enquire, supply fine quality garments with designs to suit her needs and self-image.

The results found in Indonesian mature women are almost similar in terms of cognitive versus chronological age, that is, the market can be segmented using cognitive age rather than chronological age with consumer self-image. All respondents agreed with the notion that staying young is essential for their lives, and it reflects with the choice of wardrobe. Fashion retailers can design fresh ideas for the mature women market, designs that can aspire their self- image and of course aspire them to keep on buying from that particular brand. With the findings, fashion retailers can design and manufacture by identifying various age groups.

Evidently, mature women do not want to be left behind and neglected and they obviously feel that way. The current fashion retailers are not enough and only some brands serve this market. With the right positioning and executing marketing plans for these women, it is never too late to grab this lucrative market of mature women.

5.2 Research Limitation

- No specific data available for market size of fashion retail
- No data available for market share of fashion retailer
- Limited literature regarding Indonesian mature women market
- No recently up- dated data on the population of mature women aged 45+ , income and spending level
- Hard to generate respondents due to their busy schedule and suspiciousness towards the approach itself.
- Survey conducted in Jakarta alone.

5.3 Suggestion for Future Research

- Survey conducted on other big cities in Indonesia
- Research on fashion retailers to find out the difficulties faced when designing and manufacturing for mature women market to get both producer and customer point of view.
- Find current data on the mature women population and its market size
- Find out the current numbers of current fashion retailers that target mature women.
- Research on mature women's behavior towards marketing effort (sales promotion, advertising,etc) and purchasing (where they usually buy?specialty store?department store?and why)
- Differentiate fashion purchasing according to employment.