DETERMINING THE FACTORS THAT INFLUENCE THE CONSUMER BEHAVIOR TO PURCHASE LUXURY FASHION BRANDS AMONG GENERATION Z IN INDONESIA

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Thesis

Presented as Partial Fulfillment of Requirements for the Degree of Sarjana

Manajemen (S1) in International Business Management Program

Faculty of Business and Economics Universitas Atma Jaya Yogyakarta

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FACULTY OF BUSINESS AND ECONOMICS

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This is to certify that the thesis entitled

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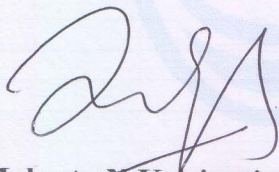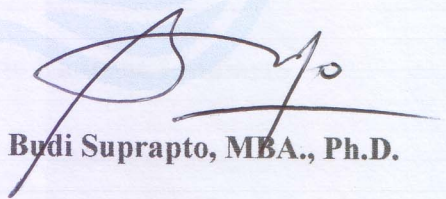Has been defended and accepted on December 9th, 2019 towards fulfillment of

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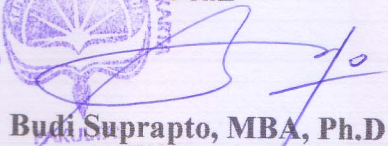Mahestu N Krisjanti, SE., M.Sc. IB., Ph.D.   Budi Suprapto, MBA., Ph.D.

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AUTHENTICITY ACKNOWLEDGEMENT

I, Clements Eric Cantona Lindiarto hereby declare that I compiled the thesis with the

following title:

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Is really, my own thinking and writing, I fully knowledge that my writings does not contain others' or part(s) of others' writing, except for those that have been cited and mentioned in the references.

Clements Eric Cantona Lindiarto

Yogyakarta, November 15ᵗʰ, 2019

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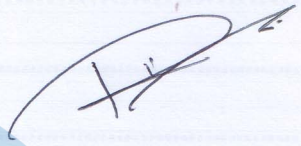
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Yogyakarta, November 15th, 2019

Clements Eric Cantona Lindiarto

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ABSTRACT

The main purpose of this research is to know about the determining factors that influence the consumer behavior to purchase luxury fashion brands among generation Z in Indonesia. In today market, luxury goods have grown considerably, and it can be afforded for middle class consumers. It can be said from the definition above that luxury goods expressed as product that purchased by consumers because it has symbolic meaning. This research uses online questionnaire to collect the data, which is distributed to 309 respondents. This research is using SEM-PLS as the analyzing tool.

The results show that conspicuous consumption, explorative purchase, extended-self, hedonism has significant and positive effect to the consumer behavior, and the rest of the variables which are need for uniqueness, and vanity are not significant but have positive effect to the consumer behavior. It is better for the further research to add more demographic variables and also specify the products so the respondents can reach better understanding. The result of this research can help the companies of luxury fashion brands especially in Indonesia for their managerial decision related to strategy support of a luxury brands. The marketer can promote the products by launching in every outlet in Indonesia providing a number of variants. This means promoting the brand intensively, so many consumers will be more aware of the emergence of new brand and hence prefer the product.

Keyword: Luxury fashion brands, consumer behavior, Indonesian consumer, conspicuousness consumption, hedonism, vanity, need for uniqueness, extended-self, explorative purchase.