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**The Influences of Critical, Economic, and Hedonic & Recreational Motivations to
Second-Hand Women's Accessories Shoppers' Purchase Intention**

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Abstract

Objectives – Second-hand woman accessories business in Jakarta, Indonesia, is rapidly grown. Boutiques, stand-alone store, and internet are used as the mediums to sell second-hand woman accessories. It is assumed to be a good opportunity business in Jakarta. Through this paper, the purchase intention to buy second-hand woman accessories was analyzed.

Method – Two-hundred questionnaires were distributed manually and online through email, social network sites, and forums. In order to analyze the relationship between variables in the research model, these methods were used: frequency, cross tabulation, correlation, reliability, validity, mean value analysis, simple linear regression and multiple linear regressions.

Results – Findings obtained from 173 usable data indicated that critical motivations, economic motivations, and hedonic and recreational motivations are related positively to purchase intention of second-hand women's accessories shoppers' in Jakarta, Indonesia. From the results, critical motivations are the most influential variable to purchase intention, followed by economic motivations and hedonic and recreational motivations.

Conclusion – Critical motivations, economic motivations, and hedonic and recreational motivations are positively related to purchase intention. Hedonic and recreational has the highest relation to purchase intention of second-hand women's accessories shoppers followed by critical motivations and economic motivations.

Keywords – Purchase intention, shopper behavior, psychological, nostalgic shopping, economic shopping, recreational shopping, second-hand shopping.