Abstract

Objectives – This research seeks to examine the relationship between consumers’ retail purchase experiences for their own use and their gift shopping for others in three different store formats. The store formats analyzed in this paper are Department Stores, Specialty Stores and The Internet.

Method- The model of this research was adapted from the model established by Hyun Hwa Lee and Jihyun Kim. Questionnaires were distributed by spreading out offline and online questionnaires. The study will acquire the response of 150 respondents in Jabodetabek area. Data are analyzed employing descriptive analysis, reliability and validity analysis, a simple linear regression and ANOVA using SPSS 20.0.

Keywords – Shopping, Individual psychology, Retailing, Consumer Behavior, Gift giving.