

REFERENCE GROUPS, FAMILY, ROLES AND STATUS ON YOUNG CONSUMER BAHVIOR TOWARDS PURCHASE INTENTIONS OF LUXURY FASHION BRANDS

by:

Agung Kembau¹
Peggy Adeline Mekel²

^{1,2} Faculty of Economics and Business
International Business Administration (IBA), Management Program
University of Sam Ratulangi Manado

email: ¹agung_kembau@yahoo.com
²peggyadeline@yahoo.com

ABSTRACT

Today, luxury consumption has become so popular, everyone aspire for luxury, particularly in fashion. Recently young consumers consumption's pattern is not only to satisfy basic physiological needs but also to create a self and define one's role in society. One of the most interesting aspects of consumption is luxury consumption which is not vital for young consumer's survival but they are engaging in the consumption of luxury products. This research aims to analyze (1) what is the influence of social factors (reference group, family, roles and status) on young consumer behavior towards purchase intention of luxury fashion brand; (2) to identify which factors of social factors that has the most significant influence on young consumer behavior towards purchase intention of luxury fashion brand. The research method that used in this research associative with multiple linear regression analysis technique, as sample of the research 100 respondent taken from people in Manado as young consumers. The findings revealed that reference groups, family, and roles & status have a significant effect to the young consumer purchase intention on luxury fashion brands. Young people with their uniqueness wants to get the attention of the people around them, they wants other people to like the luxury fashion goods they buy. Company or shop should improve the prestige of their product increase their product image.

Keywords: *reference group, family, roles and status, purchase intention*

INTRODUCTION

The consumption of luxury goods and services has become so worldwide, everyone aspire for luxury particularly in fashion, people all over the world are familiar with the word luxury fashion brands. In Indonesia, people always appreciate the fine stuff which has matured over generation. The growth of upper and middle-class has contributed to the increase in consumption rates of luxury fashion brands (Chada and Husband, 2006: 19). Right now, luxury fashion brand culture does not only appeal to the high class people but also to the middle-class and low class people. A good attains the label "luxury" when it has the particular design, quality, performance or durability that is remarkably superior to the comparable substitute.

Recently people consumption's pattern is not only to satisfy basic physiological needs but also to create a "self" and define one's role in society. Consumption has now become a means of self-realization and identification. Modernization and globalization take effect in changing behavior patterns of young consumers in Manado. In addition to stable economic growth and rising per capita household income, up to the influence of cultural values and lifestyles, many factors affect the purchase intentions and behavior of young people, especially in the consumption of luxury fashion product. Youth is a period of transition from childhood into adulthood who have developmental or functionality for all aspects of adulthood. As members of a highly consumption-oriented society, young people have become increasingly aware of new products and brands. They tend to follow the latest fashion trends and impressionable, is utilized by the manufacturer to continue to

multiply youth market segmentation, they are wet market, especially if we see in terms of numbers. Indonesian's populations of 237 million, 40 percent are young people aged 14 to 35 years; surely this is a promising market for marketers (MarkPlusInsight, 2012). Transition period at a young age make young people will always try to be well received by the social group (Rumini, 2004). Fashion products that are consume by young people such as clothing, jewelry, accessories, handbags, shoes and watches. The most interesting aspects of consumption is luxury consumption which is not vital for young consumer's survival but they are engaging in the consumption of luxury products. How can it be done? Why young consumers with low incomes buy luxury brands are expensive and still buy regularly every month? It seems factor income does not make any action on their purchasing decisions. So, we have to see how they go environment, social factors. Kotler and Keller (2006:166), stated there are 3 social factors that influence the consumer behavior, such as Reference groups, family, roles and status. A case stated above drive the researcher interested on analyzing the social factors; reference groups, family, roles and status are the social factors that can influence young consumer behavior towards purchase intention on luxury fashion brands.

Research Objectives

The objectives of this research are:

1. To analyze the influence of reference group, family, roles and status to young consumer purchase intentions on luxury fashion brands.
2. To identify which social factor (reference group, family, roles and status) that has the most significant influence to young consumer purchase intentions on luxury fashion brands.
3. To study about young consumer behavior towards purchasing luxury fashion brands.

THEORETICAL FRAMEWORK

Marketing

Kotler and Amstrong (2012: 29) define marketing is the process by which companies create value for customers and build strong relationship in order to capture value from customer in return. The marketing process involved five steps. The first four steps create value for customer. First, marketers need to understand the market place and customer needs and wants. Next, marketers design a customer-driven marketing strategy with the goal of setting, keeping, and growing target customer. In the third step, marketers construct a marketing program that actually delivers superior value. All these steps form the basis for the fourth step, building profitable customer relationship and creating customer delight. In the final step, the company reaps the rewards of strong customer relationships by capturing value from customers

Consumer Behavior

Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Kotler & Keller, 2009:160). Peter & Olsen (2005:5) Consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption process. These include comments from other consumers, advertisements, price information, packaging, product appearance, and many others.

Consumer Characteristics

Kotler, et.al (2005:139) divided the consumer characteristics into four factors as follow:

1. Cultural Factors
Culture is the set of basic value, perception, wants and behaviors learned by a member of society from family and other institution. Culture is the most basic cause of a person's wants and behavior. Every group or society has a cultural influence on buying behavior may vary greatly from country to country, or even neighborhood to neighborhood.
2. Social Factors
A consumer's behavior also is influenced by social factors, such as the consumer's small groups, family, and social roles and status.

3. Personal Factors

A consumer's decisions also are influenced by personal characteristics such as the consumer's age and life cycle stage, occupation and economic situation, lifestyle, Personality.

4. Psychological Factors

A consumer's buying choices are further influenced by four major psychological factors: motivation; perception; learning; and beliefs and attitudes.

Social Factors

Kotler and Keller (2006:166) stated there are 3 social factors that influence the consumer behavior, such as:

1. Reference Groups

Reference groups includes buyer reference group, such as family members, friends, social organizations, professional institutions and trade, heavily influence the selection and specific brand. Reference Group somehow affects the value and behavior of others. Most of the purchases affect ideas and opinions of the reference group.

2. Family

Family members, forming the basic structure of the initial Reference Group, have a great impact on buyer behavior. In everybody's life, two kinds of families may be formed. The first kind is a family in which someone is born and grows and religion, politics, economics and education of that person depends directly on that family. The second kind of family in which the buyer's behavior is affected includes children and people under supervision.

3. Roles and Status

Social status of each person throughout his life depends on a Family Group, clubs and organizations. Person's position within each of these groups can be defined based on the role and status of the individual. Every role includes activities that are expected of a person.

Purchase Intention

Once the alternatives have been evaluated, the consumer is ready to make a purchase decision. Sometimes purchase intention does not result in an actual purchase. The marketing organization must facilitate the consumer to act on their purchase intention. The provision of credit or payment terms may encourage purchase, or a sales promotion such as the opportunity to receive a premium or enter a competition may provide an incentive to buy now Sandhusen (2000:219).

Previous Research

Rajagopal (2010) found a positive effect of store and brand preferences on developing purchase intentions for fashion apparel among consumers. Khabiri, et al. (2012) found: First, the personal effects which are including; emotional and quality value influenced on luxury apparel purchase intention significantly and positively. Second, interpersonal effects which includes; conspicuous, uniqueness and social value influenced on luxury apparel purchase intention significantly and positively as well. Third, Power distance index and individualism as cultural dimensions of Hofstede model had a positive impact as well; however, other dimensions including masculinity, uncertainly avoidance and long-term orientation had no significant influence on Iranian consumers' willingness to purchase luxury apparel brands. Mirzaei & Ruzdar (2010) showed that traits of family and social status affect selecting the traits of the purchased car. Reference groups factor; however, does not influence the vehicle traits. Makgosa & Mohube (2007) found Informational and normative influence has different implications in the selection of products and thus their relevance has to be considered.

Research Hypothesis

1. H_1 : Social factors; reference group, family, roles and status have significantly influence the young consumer purchase intention of luxury fashion brands simultaneously.
2. H_2 : Reference group influence the young consumer behavior towards purchase intention of luxury fashion brands partially.
3. H_3 : Family influence young consumer behavior towards purchase intention of luxury fashion brands partially.
4. H_4 : Roles and status influence young consumer behavior towards purchase intention of luxury fashion brands partially.

Conceptual Framework

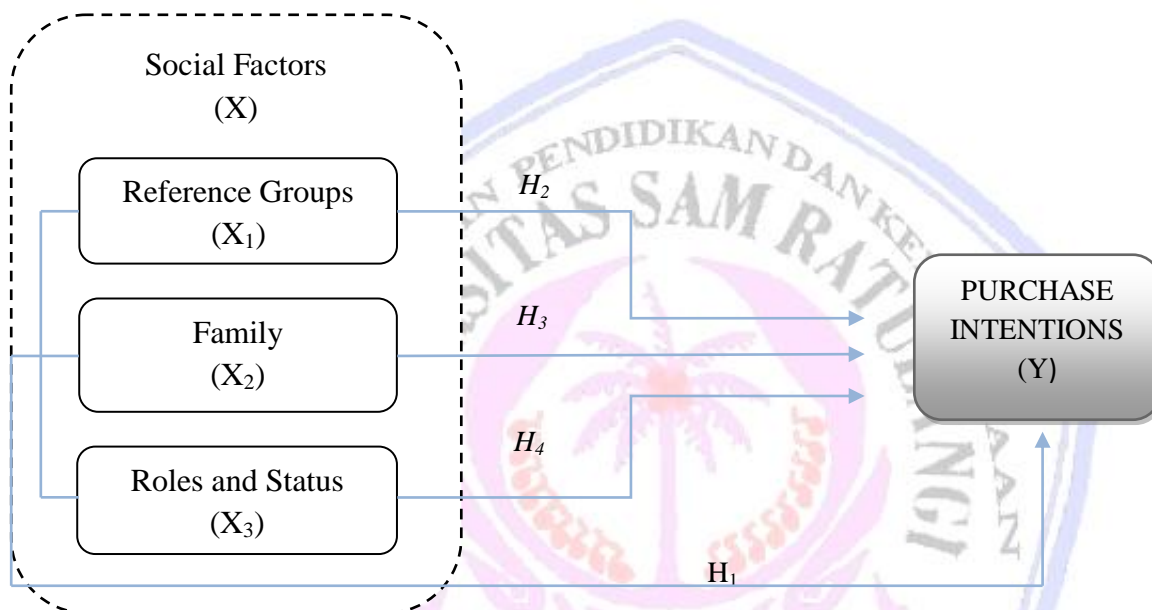


Figure 1. Conceptual Framework

Sources: *Theoretical Frameworks*

RESEARCH METHOD

Type of Research

This research uses causal type of research. This type of research also determines if one variable causes another variable to occur or change. In this research is to investigate the influence of Reference groups, Family, Roles and Status on Young Consumer Behavior towards Purchase Intention of Luxury Fashion Brands.

Place and Time of Research

The study was conducted in Manado between November-December 2013.

Population and Sample

The population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran & Bougie, 2009:262). The population in this research is young consumer in Manado, North Sulawesi who buys, understand and interest to luxury fashion brands. The random sampling is from the questionnaire survey where the respondents were asked to fill the questionnaire directly. The sample of this research is the buyers of luxury fashion brands as many as 100 customers or respondents.

Data Collection Method

Primary data means data gathered for research from the actual site of occurrence of events (Sekaran & Bougie, 2009:37). Researcher collect the primary data of research by do survey (spread questionnaires) and to collect the secondary data, this research browsed the information through internet, marketing books and marketing journal. Much of primary data collection required for solving marketing problems involves asking questions to respondents and recording their response. To collect primary data, this research does survey by spreading questionnaires to gather information. A questionnaire is a formal framework consisting of a set of questions and scales designed to generate primary raw data.

Data Analysis Method

Validity and Reliability Test

To analyze the validity of questionnaire, Pearson Product Moment is used. Validity is a test of how well an instrument that is developed measure the particular concept it is intended to measure (Sekaran & Bougie, 2009:157). An instrument measure is valid if the instrument measure what is supposed to be measured. Reliability is a test of how consistently a measuring instrument measures whatever concept it is measuring (Sekaran & Bougie, 2009:157). Alpha Cronbach is reliable coefficients that can indicate how good items in asset have positive correlation one another

Multiple Regression Analysis Method

Linear regression is used to model the value of a dependent scale variable based on its linear relationship to one or more predictors. Cooper and Schindler (2001:767) stated that multiple regression analysis is a technique to observed value of more than one X to estimate or predict corresponding Y value. Multiple linear regressions involves more than one predictor variable the model is defines as:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

Y	= Purchase Intention
X_3	= Roles and Status
X_1	= Reference Group
X_2	= Family
B	= Regression coefficient
α	= the constant, when all the independent variable equal to 0
e	= error

RESULTS AND DISCUSSION

Result

Demographic Analysis

The researcher finds it is important to observe the demographic analysis of the research. Firstly, by looking at the gender analysis, the number of respondents in this research was 60% female and 40% male. Women are considered as the engine driving the global economy because women are far more potential customers than men. Women have the ability to pay attention on every aspect of the product is much more detailed than men. In the context of fashion, women tend to look at the style and aesthetics, while the man on the quality of products and convenience.

At the age demographic, most of the respondents were at the range of age which is considered productive as young people, youth are divided into 4 age groups, they consist of school children (aged 14-18 years), students (19-24 years), entry-level employees (25-29 years) and professionals (30-35 years old) who composed of young women and young men (MarkPlus Insight, 2012). School children more affected on family factors and reference group, while students, entry-level employees and professionals who dominate the object of this study significantly affected by the roles and status.

Next is the education level. This classification is divided into five classes. High school students contributes the highest percentage which is 46%, followed by Elementary students which is 29%, and then students from Middle school which is 16% and then undergraduate and postgraduate students are the two lowest percentages with only 5% and 4%. Level of education young people in this study had little effect on purchase intentions to the luxury fashion brand.

Then the occupation, College students contributes the highest percentage which is 46%, followed by Middle-students which is 21%, and then Private employee with 13%, Public officer which is 10%, Entrepreneur percentage which is 7% and the lowest percentage of respondents come from Others which is only 3%. The result shows the respondent as students tend to buy luxury items detracted from the roles and status and reference groups, as also happens in the private employee and entrepreneur, while middle-student and civil servants tend to be affected in the family factor.

From income per month, the respondents are divided into four classes. It shows that the highest percentage 67% derived from income < Rp. 1,000,000; followed by income Rp. 2,500,000- 5,000,000 which is 16%; and then income Rp. 1,000,000- 2,500,000 have percentage 10% and income > Rp. 5,000,000 which is 10%. This data also proves the research finding that the income does not directly affect young people as described previously, mindset and social factors more prominent. On the data above we can see that the income is less than 1 million more dominant in the survey respondent.

Data based on reason of buying luxury fashion brand. This classification is divided into six classes. Quality contributes the highest percentage which is 50%, followed by prestige which is 20%, and then social influence which is 10%, and then style and Image have the same percentage which is 7% and the lowest percentage of respondents come from Images which is only 6%. Through these data we can conclude that the quality into consideration for the respondent in the purchase intentions, prestige is also a benchmark in determining luxury goods to be purchased. Consequently, in general, the researcher believes that analysis of the demographic characteristics can explain the research findings of the influential factors and the ones insignificant to the decision making process.

Validity and Reliability

The results of Reliability shows the instrument is acceptable because the Alpha Cronbach coefficient has a value of 0.776; it proves that the data is up to standard and can move forward to the next step. The test of validity shows value of correlations index of each good where the values are above minimum level of 0.30.

Multiple Regression Analysis

Table 2. Multiple Regression Result

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.747	.246			3.037	.003
Groups	.207	.048	.277		4.284	.000
Family	.207	.065	.229		3.188	.002
RolesStatus	.419	.053	.545		7.961	.000

a. Dependent Variable : Purchase Intention

Source: SPSS 22 data processed, 2014

Multiple Linear Regression model is used to determine the effect of several independent variables on a dependent variable. The computation was done by using the SPSS 22.0 software. The computerized calculation ensures the accuracy of the analysis. From the result in the table 2, the model is defined as:

$$Y = 0.747 + 0.207 X_1 + 0.207 X_2 + 0.419 X_3 + e$$

1. Constant (b_0) 0.747 shows the effect of relationship between Reference Group (x_1), Family (x_2), Roles and Status (x_3) to the Purchase Intention (Y). It means if all independent variables are equal to zero then the purchase intention (Y) is predicted to be 0.747
2. Consider other variables are constant or equal to zero, if there is one unit increasing in X_1 (Reference Group) then the purchase intention (Y) will increase 0.207.
3. Consider other variables are constant or equal to zero, if there is one unit increasing in X_2 (Family) then the purchase intention (Y) will increase 0.207.
4. Consider other variables are constant or equal to zero, if there is one unit increasing in X_3 (Roles and Status) then the purchase intention (Y) will increase 0.419.

Independent variables of this research, which are reference groups (X_1), family (X_2), roles and status (X_3) have an influence on young consumer behavior of luxury fashion brands.

Multiple Coefficient of Determination (R^2)

Table 3. Table R and R^2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 ^a	.651	.640	.315

a. Predictors : (Constant), Purchase Intention

Source: SPSS 22 data processed, 2014

The coefficient of determination (R^2) of 0.651 shows that the linear relationship in this model is able to explain the purchase intention (Y) for 65.1% while the rest 34.9% is explained by other factors not discussed in this research.

Hypothesis Test

F-Test

F test is used to determine the whole effect of all independent variables to dependent variable. This test is done by comparing the f_{count} with f_{table} . If f_{count} is higher than f_{table} , h_0 is rejected and h_1 is accepted.

Table 4. F-test Result

Model	Sum of squares	Df	Mean Square	F	Sig.
1 Regression	17.772	3	5.924	59.746	.000 ^a
Residual	9.519	96	.099		
Total	27.290	99			

a. Predictors: (Constant), Purchase Intentions

b. Dependent Variable: RolesStatus, Groups, Family

Source: SPSS 22 data processed, 2014

By using the level of significant of 0.05 ($\alpha = 0.05$) and degree of freedom (df) of 4; 95, the f_{table} from F distribution table is $f_{4; 95; 0.05} = 2.467$, while f_{count} from table 4 is 59.746. The result is $f_{count} > f_{table} = 59.746 > 2.467$. It is absolutely describe that independent variable simultaneously influences the dependent variable. Therefore, hypothesis 1 is accepted.

T-Test

T-Test is used to determine the partial effect of each independent variable to dependent variable. T-test value is obtained by comparing value of t_{count} with t_{table} . If t_{count} is higher than t_{table} , then H_0 is rejected and H_1 is accepted. The values of each variable are shown on the table 5 below:

Table 5. T-Test Result

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.747	.246			3.037	.003
Groups	.207	.048	.277		4.284	.000
Family	.207	.065	.229		3.188	.002
RolesStatus	.419	.053	.545		7.961	.000

a. Dependent Variable : Purchase Intentions

Source: SPSS 22 data processed, 2014

The partial influence for each independent variable will be explained as follows.

1. Reference Group (X_1) to Purchase Intention (Y)

Reject H_0 if $t_{count} > t_{table}$ or Accept H_0 if $t_{count} < t_{table}$

On Table 4.9 t_{count} of reference group is 4.284. Since there is a level of significant 5%, then the t_{table} will be $t_{95; 0.05} = 2.2771$. Comparing the t_{count} with t_{table} : $4.284 > 2.2771$

Since the t_{count} is greater than t_{table} , H_0 is rejected and H_1 is accepted. Thus, reference group has significant effect to customer's purchase intention to luxury brands.

2. Family (X_2) to Purchase Intention (Y)

Reject H_0 if $t_{count} > t_{table}$ or Accept if $t_{count} < t_{table}$

On table 4.9 t_{count} of family is 3.188. Since there is a level of significant 5%, then the t_{table} will be $t_{95; 0.05} = 2.2771$. Comparing the t_{count} with t_{table} : $3.188 > 2.2771$

Since the t_{count} is greater than t_{table} , H_0 is rejected and H_1 is accepted. Thus, family has significant effect to customer's purchase intention.

3. Roles and Status (X_3) to Purchase Intention (Y)

Reject H_0 if $t_{count} > t_{table}$ or Accept if $t_{count} < t_{table}$

On table 5 t_{count} of roles and status is 7.961. Since there is a level of significant 5%, then the t_{table} will be $t_{95; 0.05} = 2.2771$. Comparing the t_{count} with t_{table} : $7.961 > 2.2771$

Since the t_{count} is greater than t_{table} , H_0 is rejected and H_1 is accepted. Thus, roles and status has significant effect to customer's purchase intention.

From the explanation above, it describes that all variables such as reference group (X_1), family (X_2), roles and status (X_3) influence purchase intention (Y) partially. After analyzing by the T test, it can be concluded that all variables were accepted. Therefore, hypothesis 2 is accepted.

Discussion

The research finds that there are some social factors that influence the consumer purchase intentions of luxury fashion brands in Manado. F-test result shows that there is a linear relationship in this multiple regression model. It is described that independent variables (reference groups, family, roles and status) simultaneously influences the young customer purchase intentions as dependent variable. T-test result finds reference group, family, roles and status influence the young consumer purchase intentions of luxury fashion brands partially.

Roles and Status Perceived Purchase Intentions

Roles and status is the most influencing factor to customer purchase intention on luxury fashion brands. Roles and status become the most influential because the higher status and position or roles someone got, they would be more likely to buy luxury fashion brands to support their mobility. Roles and status shows how it's affecting consumer purchase intention. people consumption's pattern is not only to satisfy basic physiological needs but also to create a "self" and define one's role in society. Consumption has now become a means of self-realization and identification Young people with their uniqueness wants to get the attention of the people around them, they wants other people to like the luxury fashion goods they buy; indirectly it increases customer satisfaction on purchasing luxury brand. It's about self pride when they purchase luxury fashion brands for themselves. They want to get different experiences with others through the luxury brand. Difference can be defined as "exclusive" in the middle of society. Exclusive sense can help them to gain respect from other people.

The other reason on roles and status variable is a person they want to build and create their own image with the intention to enter into a particular association when they buy luxury fashion brands. This is also in accordance with the facts on the ground that in the city of Manado there are some young people who assume or interpret the social level through the way they dress and branded goods they use.

Reference Group Perceived Purchase Intentions

The other independent variable namely: Reference Group. The influence is significant. The result above shows how the reference group influences consumer purchase intention. It shows that artists or idol, information from friend, and the experience from other people can influence the reason to buy luxury fashion brands. Such people are opinion leaders who can be defined as "consumers who influence the purchase decision of others". Reference Group can impact a person at least in three ways. First, the person will face new behaviors and lifestyles; second, the ideas and imaginations that affected individuals' interests will be adapted to the reference group. Third, the created compulsive conditions may have influence on the choice of product brands (Kotler, Armstrong, 2012:167) .But most really agree to ask their friend for information as a consideration to buy luxury fashion brands. For example, when young people get information from friend about the strengths and quality of some brands, it will make them really interested to purchase the luxury brands.

Another example they will adopt the style or behavior in a group that they follow, and regard it as a trend, which indirectly affects their fashion, how they interpret and apply such fashion as part of their own. All trends which influence us show which social group we belong to. It is called common replete identical life style, no wonder this time in Manado; many communities were founded by a group of young people, community football team club, automotive club, and club music. We can see that almost all communities affect their members' behavior patterns, in this case the purchase intentions of luxury fashion goods.

Family Perceived Purchase Intentions

Family actually has an influence about the habits of their intention to purchase luxury fashion goods. In everybody's life, two kinds of families may be formed. The first kind is a family in which someone is born and grows and religion, politics, economics and education of that person depends directly on that family. The second kind of family in which the buyer's behavior is affected includes children and people under supervision. In which there are parents, siblings who use the brands, and spouse. Siblings who use the brand give stronger influences a person to purchase luxury fashion brands then the other in family. Cultural and behavioral patterns of parents in the family were also quite influential. parents tend to spoil their children from childhood, many parents in Manado are thought to provide the best for their children, this means the best in terms of good quality, and of course expensive, but this would indirectly teach their children to behave consumptive, usually young people still live with their parents, so what would normally be a family habit affects the purchase intentions of the young people as young consumer. At some levels age young people cannot generate their own income; family automatically becomes a source of funds in facilitating young people in purchase intentions in the luxury fashion goods. In Manado usually occurs in women, as seen on the results and the number of respondents.

CONCLUSION AND RECOMMENDATION

The research objectives of this research conclude:

1. Reference group, family, and roles and status influence dependent variables simultaneously.
2. Roles and Status has the most influencing factor on purchase intention partially, compared to other independent variables.
3. Reference group influence young consumer purchase intentions of luxury fashion brands partially.
4. Family influence young consumer purchase intentions of luxury fashion brands partially.

Recommendation

The results of the analysis explain three of the independent variables include in this research that are reference groups, family, and roles & status have a significant effect to the consumer purchase intention on luxury brands. From three of these independent variables, roles and status has the strongest effect to the consumer purchase intention on luxury fashion brands.

This result above show roles and status variable is the most influencing variable to the consumer purchase intention on luxury fashion brands rather than other 2 variables. It proving almost young people in Manado seek something branded to support their appearance with luxurious to give them a prestige, charm, and thought of being honored and respected from other people by having their own luxury brands besides seeking products and services quality based on the questioner result. Also this result shows that the variables of social factors have their own significant effect to consumer purchase intention on luxury fashion brand beside the other consumer factors such as cultural factors, personal factors, and psychological factors that are not discuss in this research. Purchasing luxury fashion brands is about what consumer wants to be on other people eye besides having products and services quality.

Company or shop should improve the prestige of their product quality, performance, and packaging to increase their product image. Businesses have to spend their concern to give customer who just purchase from their shop or services to give them enchantment after from the shop. Enchantment when they walk from the shop with a bag of luxury brand package increasing their satisfaction besides enjoying the quality. Young People with low income especially student who still "sponging on another" have to be more wise when spend money for an expensive luxury fashion brand.

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