

BINUS INTERNATIONAL

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Marketing Major

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**ANALYZING THE RELATIONSHIP BETWEEN SHOPPING ORIENTATION
(HEDONISM AND UTILITARIANISM) AND PERCEIVED VALUE, STORE
LOYALTY, AND PURCHASED AMOUNT: THE CASE OF MAP FASHION
STORES IN JAKARTA**

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Abstract

Objective: To analyze if there is relationship between shopping orientation, which is hedonism and utilitarianism and perceived value, store loyalty, and purchase amount in the case of fashion specialty stores in Jakarta.

Methods: Conduct pilot study to find out the top 3 “top of the mind” fashion stores and proceed to pre test using 30 respondent. 150 sample were take to conduct the research. Analysis was done using reliability test and validity test, and regression analysis.

Findings: Provides information about the effects of hedonism and utilitarianism and the relationship between each variables on how each one is affected. It shows that utilitarianism has no significance relationship to store loyalty, and perceived value also has no significance relationship to store loyalty. There is no significance relationship between utilitarianism and purchased amount, as well as perceived value to purchased amount.

Conclusion: Hedonic shoppers are more profitable as hedonic shoppers have store loyalty while utilitarian shoppers are not. Also, hedonic shoppers have greater purchased amount than utilitarian shoppers which also make them more profitable.

Originality: This paper provides background and theoretical support and highlighting new findings and relations.

Keywords: Consumer behaviour, shopping, fashion industry, hedonism, utilitarianism, perceived value, customer loyalty, purchased amount