

## ABSTRACT

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### **Exploring Materialistic Bandwagon Behaviour in Indonesia Online Fashion Consumption**

(276 pages; 6 figures; 38 tables; 10 appendices)

The aim of this study is the purpose of this research is to test materialism as independent variable on dependent variable which are brand consciousness and bandwagon luxury behaviour also determine the relationship between luxury goods. At the same time, it's also tests moderating role of consumer ethnocentrism that have impacts of materialism on brand consciousness and bandwagon luxury consumption behaviour. This research uses the context of global luxury brands, specifically French luxury namely Louis Vuitton. This study uses a quantitative research approach where data is collected through an electronic questionnaire Google Forms. This research was conducted in Indonesia and took respondents from main cities (JABODETABEK). The data were analyzed using the outer model and inner model using Smart-PLS 3.3.3. The outer model consists of validity and reliability tests, while the inner model tests the goodness of fit test, Common Method Bias, R-square, Predictive Relevance, T-statistics, and P-value. Furthermore, structural equation modelling is carried out to test the construct relationships within the theoretical framework of this study. From the data analysis that has been carried out using the Smart-PLS, it produces eighteen supported hypothesis and 3 unsupported hypothesis. The impacts of materialism on brand consciousness, bandwagon luxury consumption behaviour as well as on product beliefs and intention to buy foreign luxury product.

*Keywords: Materialism, brand consciousness, bandwagon luxury consumption behaviour, product beliefs, and intention to buy foreign luxury products online.*

References: 2004-202