

ACKNOWLEDGEMENT

Above of all, praise and glory to Lord Jesus Christ for His blessings, guidance and kindness given to the author in accomplishing final project research from the beginning until the end. This research is meant as one of the requirement to receive *Sarjana Ekonomi Strata Satu* in Universitas Pelita Harapan.

This thesis with the title of “**YOUNG PROFESSIONALS’ DECISION-MAKING STYLES IN THE CHOICE BETWEEN CELEBRITY-ENDORSED AND PREMIUM-BRANDED FRAGRANCES**” is hoped to provide information and knowledge for the society and can be useful for the development of management and marketing through upcoming researches conducted by the other students.

This thesis can be finished in time due to the support of many people. The author would gratefully to thank:

1. Prof. Louie Divinagracia, M.Sc, DBA as Dean of *Fakultas Ekonomi*
2. Prof. Maria Rochelle G. Divinagracia, as advisor
3. Mr. Yanuar Dananjaya, B.Sc, M.M. as co-advisor
4. Mr. Ronald Surjaputra, S.T., M.M. as the head of *Jurusan Manajemen* and first panelist
5. Ms. Liza Agustina Maureen Nelloh, S.E., M.M. as second panelist
6. Ms. Oliandes Sondakh for the kindful help on the thesis formatting
7. Author’s family, Ongko Budi Haryono (father), Erlina (mother), Inge (grandmother), and Anne (cousin) for the full support on behalf of this thesis to be finished up
8. Author’s girlfriend, Santa Velicia K. for the graceful love and pray support
9. Author’s best friend, Veryco and other friends who are so special to the author to have supported and humbly helped the author during the processes of this thesis
10. Author’s band, Young BOZ to have helped the questionnaire distributions

11. Beauty Department Crews of SOGO Tunjungan Plaza, including supervisors, salespersons and security guards which were really helpful for spreading out the questionnaires
12. UPH Surabaya's staffs that helped the author to be able to do the defence
13. All people who have given a huge contribution in finishing this thesis that cannot be mentioned one by one.

The author would like to apologise if there were any mistakes in writing this thesis and hope this thesis can provide useful information for people who read it.

Surabaya, 27th April 2012

Eldwen Budi Harjono
Writer

TABLE OF CONTENTS

Page

TITLE PAGE	
STATEMENT OF ORIGINALITY OF FINAL PAPER	
AGREEMENT OF MENTORING GUIDANCE FOR FINAL PAPER	
FINAL PAPER EXAMINATION COMMITTEE	
ABSTRACT	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENTS	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF APPENDICES	xii

CHAPTER I	INTRODUCTION	
	1.1	Background of the Study..... 1
	1.2	Research Problem..... 3
	1.3	Research Objectives 4
	1.4	Research Contributions 4
	1.5	Research Limitations..... 5
	1.6	Research Outline 5

CHAPTER II	REVIEW OF RELATED LITERATURE	
	2.1	Previous Researches..... 7
	2.1.1	Consumer Decision-making Style..... 7
	2.1.1.1	Perfectionistic..... 9
	2.1.1.2	Brand-conscious 9
	2.1.1.3	Novelty and Fashion-conscious... 9
	2.1.1.4	Recreational and Hedonistic 9
	2.1.1.5	Price and Value-conscious 9
	2.1.1.6	Impulsive..... 9
	2.1.1.7	Confused by Overchoice 10
	2.1.1.8	Habitual 10
	2.2	Theoretical Framework 11
	2.3	Hypothesis..... 12

CHAPTER III	RESEARCH METHODOLOGY	
	3.1	Research Design..... 14
	3.2	Research Variables..... 14
	3.2.1	Operational Definition 14
	3.2.2	Variables to be Tested..... 16

	3.2.3	Levels of Measurements and Scaling Techniques	16
3.3		Data Collection Method	16
	3.3.1	Sources of Data	16
	3.3.2	Sample and Sampling Data	17
	3.3.3	Research Instrument.....	19
3.4		Methods of Data Analysis	19
	3.4.1	Descriptive Statistics.....	19
	3.4.2	Compare-mean Analysis	20
	3.4.3	Reliability	20
	3.4.4	Validity.....	20

CHAPTER IV

RESULTS AND DISCUSSION

4.1		Description of Celebrity-endorsed and Premium-branded Fragrances	22
	4.1.1	Celebrity-endorsed Fragrances.....	22
	4.1.2	Premium-branded Fragrances	23
4.2		Characteristics of Purchasers of Celebrity- endorsed and Premium-branded Fragrances	25
4.3		Indicators of Decision-making Styles in the Choice of Fragrances.....	25
4.4		Reliability	31
4.5		Validity.....	32
4.6		Comparative Analysis on Decisions to Purchase Celebrity-endorsed and Premium-branded Fragrances	34
4.7		Discussion	37

CHAPTER V

SUMMARY, CONCLUSION, AND RECOMMENDATION

5.1		Summary	42
5.2		Conclusions	43
5.3		Recommendation.....	43
	5.3.1	Theoretical Recommendation	43
	5.3.2	Managerial Recommendation	44

REFERENCES APPENDICES

LIST OF TABLES

	Page
Table 1 List of Indicators followed by questions from Decision-making styles.....	15
Table 2 Means Interval Assessments	26
Table 3 Means and Standard Deviation of Indicators of Indicators of Decision-making Styles in the choice of Celebrity-endorsed Fragrance.....	27
Table 4 Means and Standard Deviation of Indicators from Premium-branded Respondents	28
Table 5 Summary of Mean and Standard Deviation from Celebrity-endorsed and Premium-branded Fragrances	31
Table 6 Reliability Analysis.....	32
Table 7 Validity Analysis.....	33
Table 8 Independent Samples T-test.....	34

LIST OF FIGURES

	Page
Figure 1 Sproles & Kendall's Consumer Decision-making Styles (1986)	11
Figure 2 Walsh's Consumer's Decision-making Styles (2001)	12

LIST OF APPENDICES

Appendix A Questionnaire.....	A-1
-------------------------------	-----