

## ABSTRACT

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### **YOUNG PROFESSIONALS' DECISION-MAKING STYLES IN THE CHOICE BETWEEN CELEBRITY-ENDORSED AND PREMIUM-BRANDED FRAGRANCES**

(xii + 49 pages; 2 figures; 8 tables; 1 appendix)

Celebrity-endorsement waves became popular these days. People, especially young-professionals, were found to stick to the image of celebrities. In this case, celebrities decided to create broader ways to accomplish more popularity while earning more money by putting their names on certain saleable products, such as fragrances. However, perfume producers of some well-established fashion brands such as Hermès, Chanel, Dolce&Gabbana, etc. did great efforts to compete with celebrity-endorsed fragrances. These facts made the author conduct a research on decision-making styles between celebrity-endorsed and premium-branded fragrances. These decision-making styles are recreational and hedonistic, brand and fashion, perfectionistic, habitual and brand-loyal, confused by overchoice, and price-conscious and value for money.

One hundred twenty purposively selected young professionals who have tried celebrity-endorsed fragrances and premium-branded fragrances answered the questionnaire. Young professionals who exemplify decision-making styles such as recreational and hedonistic, brand and fashion, perfectionistic, and habitual and brand-loyal consumers tend to choose premium-branded fragrances. On the other hand, those who are confused by overchoice, and price-conscious and value for money consumers would choose celebrity-endorsed fragrances.

The difference in mean ratings between young-professionals' decision-making styles in the choice of celebrity-endorsed and premium-branded fragrances was only found in the perfectionistic decision-making style. It is recommended for the upcoming researchers to focus on perfectionistic style and for young-professionals to understand more about their personal decision-making style and connect it to fragrances they are willing to purchase.

**Keywords:** celebrity-endorsed, premium-branded, fragrances, young-professionals, decision-making styles

**References:** 49 (1946-2012)