

ABSTRACT

Elizabeth Alexandria Lauren (01120120039)

THE INFLUENCE OF BRANDING PERSPECTIVE AND MONEY ATTITUDES ON COMPULSIVE BUYING BEHAVIOR WITH CREDIT CARD AS THE MODERATOR

(Study on Charles & Keith Customers with Credit Card in Surabaya)

(xxxvi + 150 pages; 12 figures; 36 tables; 4 appendices)

Relating female fashion and compulsive buying behavior, this study focuses on “Charles & Keith” as the object of research. Charles & Keith is a popular Singaporean brand known for women’s fashion: footwear and accessories that has survived for decades. The company has received several awards, including the Excellent Service Award in 2002 and The Enterprise Award at the Singapore Business Awards 2008. For maintaining themselves as one of the biggest fashion leaders, it is very important for Charles & Keith to have deeper understanding of consumer behavior. Different from previous studies, this research examined factors influencing consumer behavior externally –through branding perspectives- as well as internally –through money attitudes. Therefore, this research is expected to verify the significant effect of customers’ perspective on brand as well as their attitude towards money on compulsive buying behavior.

This research used descriptive analysis, multiple linear regression analysis, and moderating regression analysis, with Statistic Package for Social Science (SPSS) to test the relationship between variables, individually and simultaneously. The model was tested based on questionnaire data collected. The data used in this test were collected from 100 respondents. The respondents are specified into females with credit card, domicile in Surabaya, and own Charles & Keith’s products.

This research finding reveals that Brand Experience, Brand Satisfaction, Brand Trust, and Brand Attachment -that are included in Branding Perspective- do not significantly influence Compulsive Buying Behavior. On the other hand, Power-Prestige and Anxiety –that are included in Money Attitudes- significantly influence Compulsive Buying Behavior. Furthermore, the relationship between Money Attitudes and Compulsive Buying Behavior is found strengthened by the existence of credit card.

Keywords: Compulsive Buying Behavior, Branding Perspective, Money Attitudes, Credit Card Usage

References: 170 (1960-2014)