CONSUMER MOTIVATION, INFORMATION EARNING, AND EVALUATION OF ATTRIBUTES OF PREMIUM HANDBAG IN JAKARTA

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Abstract

The paper aims to explore motivation, information earning, and evaluation of attributes that influence consumer in Jakarta to buy and use premium handbag. This study answers the problems using the secondary data to develop the research. In depth interview to key informants is also done to get detail and deep information around the phenomenon. Result of interview is used for develop survey process with judgment sampling to 188 women who had ever bought and used premium handbag in Jakarta. Descriptive and factor analysis was used to process the data collected. Descriptively, design strongly motivates consumers in Jakarta. Friend is the most influential source according to consumers in Jakarta.. Color is the most considered attribute before buy and use premium hand bag in Jakarta. Future research is suggested to research the marketing strategy based on result of this study regarding to motivation, information earning, and evaluation of attributes of premium handbag consumers in Jakarta. The marketing strategy implied to premium handbag product category has to touch the emotional side of consumers in order to makes consumer gain appropriate perceived value in possessing handbag. This paper answers what is behind the possession of premium handbag in Jakartam regarding to motivation, information earning, and evaluation of attributes.

Keywords: Keyword: Motivation, Information Earning, Evaluation of Attributes, Premium Handbag

Category: Marketing

Introduction

Bag is an object that needed by women. The existence of the bag as a women companion when traveling is indisputable. In terms of functional, bag has a role as a container for her things to be more practical and safe. Handbag now is not only a place for women to put money, make up, accessories, but has its own value for the owner. Owning the premium handbag has become one of a lifestyle for certain community. This phenomenon has developed in Jakarta market as a metropolitan city. Associated with it, global brand come one by one to Indonesia take the advantage and get positive respond from market in Jakarta.

Variation types offered through exclusive design, peculiar material, accessories, and many details that differentiate one bag to others. Marketers also have a role to distinguish product through branding process on each brand. Many handbag brands such as Hermes, Chanel, Bottega Veneta, Gucci, and others compete to tempt the shopper with their uniqueness. They continue build a brand perception in community to attract the shopper through playing at emotional side.

The price offered for one handbag could be unpredictable, it could be tens of million, until hundreds of million. It is difficult to imagine that many people spend huge amount of money for only a bag. It is become a phenomenon a bag that is carried for put an object, can be rewarded with a luxury car with full of features, or house for living everyday. It proves that there is special perception of handbag from the shopper sightseeing. Whether what they have in their mind so that the consumer sure to give up their money for a premium tote bag. For people outside their communities, buying a bag with this range of price as it is regarded as something irrational. On the other hand, there is something gained which encourages to work hard, save money to carry the top brand tote bag. There is a big motivation before the consumer spends their

money for this premium object. There are sources of information that affects the possession of premium handbag. There are attributes they consider before handbags election.

This paper has main objective to know deeper about premium bag shopper behavior, especially about the motivations, information earning, and attributes that influence them to buy and use premium handbag. This paper can be used for many parties, specifically for marketers to identify and develop marketing strategy to maximize opportunities in the premium handbag business field.

Literature Review

Consumer Motivation
Martin Evans, Ahmad Jamal and Gordon Foxall (2006), Motivation can be described as the driving force within people that moves them to take a particular action. Shopper has different motivation when they are shopping. Motivations or reasons for buying can be physiological, like hunger, or psychological, like desire for respect (Kotler, 2007). In addition, the personality traits of the consumer, the social environment, and various other internal and external factors also influence the motives. Many various reasons drives shopper before they buy something, in this case, women in buying premium bag.

Information Earning
After the motivation recognized by shopper, they begin to search for information and solution to answers their needs. The information search can be internal or external. Internal search of information is retrieving decision appropriate knowledge store in memory (Girish, 1987).

Consumers search a wide range of sources to acquire the information they need to get the choice of product that make them satisfy. These sources can be categorized as marketer dominated and non marketer dominated (Blackwell, Milliard, and Engel, 2006). Marketer dominated refers to anything that the supplier does for requirement of information and persuasion such as using advertising, salespeople, infomercial, websites, and point of sale materials. On the other hand, consumer also seeks information that important independently which marketer have only little control. Non marketer dominated sources, include friends, family, opinion leader, social media. Non

marketer influence also can be seen through the consumer testimonial on internet and etc.

Evaluation of Attributes
Consumer considers the best product they have to get. To determine the benefit, consumer uses evaluative criteria. It has role as tools which can consider the advantage of product. Evaluative criteria (Lindquist and Sirgy, 2009) are the tangible and/or intangible benefits that consumers use to evaluate product. Tangible aspect compares such as color, size, shape, money to spend, performance. On the other hand, intangible benefits criteria consider consumer perceived image or thoughts associate with the ownership. The element that influence in evaluative criteria process usually called as an attribute.

Olson and Mitchell (1977) define attributes that signal qualities as a decision factor in buying product. It has been categorized into intrinsic and extrinsic cues. Intrinsic cues involve the physical composition of the product, such as design, color, material, and etc. On the other hand, extrinsic cues are product-related but not part of the physical product itself, by definition, they are outside the product, such as brand, price, and trend. Those alternatives considered during decision making compose known as consideration set (Juanita & Albert, 1992).

Peter and Olson (2008) define consumer evaluations of the choice alternatives in the consideration set are based of their beliefs attached with the buying consequence. The product related consequence can be choice criteria in determining bag to choose. It consists of essential beliefs of functional consequence (product performance), psychosocial consequence (brand image, appreciation from others), or value consequences (price: achievement or self esteem).

Perception
Information earning process forms perception around product classification shopper interested. Perception can be defined as a process whereby stimuli are received and interpreted by the individual and translated into a response (Engel, Blackwell, & Miniard, 2006). At perception stage, the consumer recognizes, selects, organizes, and interprets the message (Harrel, 1986). There are various perceptions of product

because of many factors that effect shopper in appraising, such as experience, public image, etc.

Perception is gotten by human by using the five senses. Sight, sound, smell, touch, and taste influence sensory perception. The retail environment provides marketer with many possibilities to play on consumers' senses in order to create and maintain their relationship with the brands (Fullberg, 2003).

There are two factors that affecting perception, stimulus factors and individual response factors (Lindquist and Sirgy, 2009). Stimulus can be received by human from our senses, it is also controlled by environment such as social and cultural, and also the congruity of the condition and situation. On the other hand, Individual response grabs a huge role. Needs, values, and cognition will influence the perception. Each consumer has different interpretation of perception because they filtering the stimulus in different way. It depends on the personal needs, desires, fears, and other individual and situational factors. It is why people have different choice of brand or product in one product category, especially in buying a handbag. Designer adapts the design of handbag with the issues to strengthen the emotional bond between product and person (Mugge, Schoormans, and Schifferstein 2005).

Marketer plays the stimulus through product personalities which are come from attributes such as color, material, texture size, which touch the emotional side to work how the value of product perceived (Govers, 2004). Product personalization influences the factor self-expression and, consequently, affects the experience of product attachment (Dittmar, 1992). Brand has credibility that impacts the brand choice of the bag. The image of brand builds favorability, strength, uniqueness, and types of brand associations held by the consumer that influence feelings and experience of the user (Keller, 1998).

Perceived value is perception of trade off between product benefits and monetary sacrifice (Lindquist & Sirgy, 2009). In short, it is perceived benefit financial sacrifice or cost. Price that exorbitant for a handbag could give benefits that worth for consumer. Price, one of the non-product attribute of brand associations where it can be an important associations in the formation of brand perceptions (Batey, 2008). High price that leads to above-average profits are defined to be price premium (Klein and Leffer, 1981) brings exclusivity for the luxury product such as premium hand bag.

Social class and Lifestyle

Social status can be understood as the degree of honor or prestige attached to one's position in society (Maiese, 2004). Essentially people buy luxury goods for differentiate them selves, either being part of their reference group, or to separate themselves from other groups preferably to be become part of a higher social class (Baudrillard, 1970)**.** This value has changed (roughly the beginning of the 18ᵗʰ century) a people start to be judged based on their achievement, which frequently related with their wealth (de Botton, 2004). The object that has a high price or expensive regarding to the average cost of item in the same product category tends to indicate success (Fournier and Richins 1991).

A consumer's self-concept or self-image, as well as their perception of their own social class membership immediately effect their ways and decisions to shop (Schiffman & Bednall, 2001). The impact of social class is definitely influence the consumer purchasing reflected with the benefit, especially if it is related with esteem and prestige. Accumulation of wealth is not really confers the status, but the evidence of wealth become the tool for measuring, the evidence can be seen through what they consume (Veblen, 1899). Consumers will pay a higher price for a different good with similar function because they crave the status brought by the good or such material displays of wealth (Bagwell and Bernheim, 1996). The consumption which purchase on goods and service in order to identify oneself to other as having wealth and social standing is called conspicuous consumption (Veblen, 1899).

The society of certain social class has different importance for identifying individual class position. There are a few factors that being a mainstream for social class membership, such as occupation, source of income, possessions, associations with others, and level of influence (Lindquist and Sirgy, 2009).

An individual lifestyle is influenced by a variety of factors, including the engagement in social

groups which the behavior is got the impact by the environment and the intercommunication, even direct or indirect. Any individual or a group of individuals that can significantly influence your behavior could be called your reference group (Bearden and Etzel, 1982). Lifestyle is a constellation of personal characteristics that picture certain behaviors, such as engagement in social groups and relationships with significant others, commitment to certain behaviors, and life interest, which depend to sociologically relevant factors, such as age, sex, ethnicity, social class, and region. (Lindquist and Sirgy, 2009). The lifestyle relates to the wealthy level at how they live, what they consume, and how they spend their time (Anderson and Golden, 1984). Lifestyle is closely related to motivation, need, and want, which is influenced by many factors such as culture, environment, social class, and etc. The basic premise of lifestyle is that more marketers know and understand about their customers, more effectively they can communicate and serve them (Kaynak and Kara, 1996).

A product also can be an indicator of one group lifestyle (Boyd and Levy, 1963). A set of consumer goods and service that consumer perceive to be associated together in relation to a particular kind of person is called product constellations (Solomon, 1988). Trend occurred from premium bags are created from desire and attitude of the consumers which innovated by designer that accepted by the market. Motor of fashion change was the desire of the upper classes to retain their indicators of superior status in the face of the efforts of the lower orders to emulate them (Simmel, 1904). Phenomenon of trend is initiated by the use of people, who have a high fashion that finally fell into mass fashion (Eckert and Stacey, 2000). Not all the fashion used by trend setter would become mass fashion, it depends how the fashion acceptance happened by market. Producer will produce new designs which followed by the same cycle. If the type of bag is favored in the market, and the ownership has successfully spread, it will be contradictory among high fashion because of the mainstream of bag in the market. Therefore, the high fashion follows the new trend of fashion in order to be superior with others.

Methodology

Research Design

This study aims to know the aspects that influence the process of motivation, information earning, and evaluation of attributes of premium handbag consumers in Jakarta. The research combines exploratory research and descriptive research.

Exploratory research help researcher to know the real picture which is exists in society to make the problem clearly defined. It facilitates the researcher to perpetuate this study in developing the descriptive design and data accumulation method. Exploratory research uses two types of research which has different style in digging information: Secondary data and in depth interview. Secondary data uses to give an idea for author to develop the research. It focuses on literature and theory related to shopper behavior of premium handbag consumer. Additional information helps author to know the voyage of customer in buying top quality bag, especially type of gaining data technique can be designed after understanding the secondary information. It is continued with in depth interview with consumers of premium handbag has to be done to provide more interpretation of phenomena more deeply and detail. It is include the process of decision making and consideration. It is also attached for assessing and useful to obtain qualitative information around purchasing and using premium handbag.

Descriptive research in this study is form of quantitative data collection. Descriptive research is closely related with exploratory research. Further information within descriptive research is taken from previous exploratory research, especially in terms of questionnaire preparation. Ideas in the making of questions and the choices of questionnaire are inspired by exploratory research. It is done to understand information around issues of premium handbag possession, motivation that encourage, determining attributes, influencing information for consumer. Researcher also gains data to analyze existing value in society through questionnaire, for instance the chosen brand, where the consumers get bag, and others information related.

Questionnaire is designed based on exploratory research, both are taken from literature study and interview. The outcomes from questionnaire become an object for researcher to analyze the problems. Questionnaire is shown in Bahasa

adjusted with the participants, in order to make informants convenience to understand and response the set of questions. The variable of consumer motivation will be measured by Likert. Scale range form 1- 5, where "1" indicates strongly disagree and "5" indicates strongly agree.

Data Collection

Interview is done to key informants who are consumers and sellers to find the existing condition in order to develop the research. A number of 188 women who are live in Jakarta with range of ages 20-60 years old that purchase and use premium handbag become the respondents of the survey. Judgment sampling is used, because data used needs sample who has experience directly, in terms of the ownership of premium handbag. Data collection is done in January- February 2012.

Data Analysis
Data is analyzed descriptively with mean approach of each variable based on result of survey. The result of survey also analyzed with factor analysis method by using SPSS software.

Findings and Discussion

Consumer Motivation
The result of survey shows aspect that being the highest motivation of women in Jakarta to have and use premium handbag is the design of bag. The design of bag which delivers product personality through its attributes encourages women to carry it. Second is for reward her self, the consumers are willing to pay huge amount of money for the importance of pleasure. The third is the environment; the social condition exist in society indirectly attract women to carry premium handbag. Fourth is trend; as fashion items, handbag can not be separated by the trend that always.
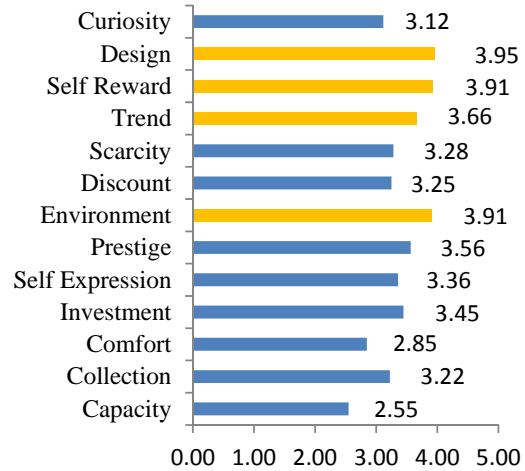

Figure 1. Consumer Motivation of Premium Handbag

Factor analysis method is used to divide variables listed on questionnaire becomes group by using SPSS software. Varimax rotation becomes a tool for classify elements gained from questionnaire into groups.

Table 1 Rotated Component Matrix of Motivation
Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
Curiosity	.451	.164	-.012	.525	.200
Design	.829	.125	.002	.107	-.022
Self Reward	.812	.001	.217	.197	-.025
Trend	.652	.166	.407	-.054	.197
Scarcity	-.218	.129	.467	.693	.065
Discount	.274	.090	-.116	.735	-.065
Soc-environ	.040	.719	.070	.127	.045
Prestige	.059	.769	.040	-.037	-.078
Expression	.220	.534	.050	.300	.149
Investment	.114	-.021	.817	.099	-.147
Comfort	.016	.246	-.058	.146	.702
Collection	.257	.160	.670	-.072	.202
Capacity	.050	-.170	.083	-.065	.737

Based on data gained from 13 variables at motivation questionnaire, SPSS defines 5 components or group at their motivation buy and use premium handbag. Grouping is based on variables which has greatest value and above of 0.50 as a standard.

Table 2 Component Grouping of Motivation

	Variable	Factor Name
1	Design, Self Reward, and Trend	Aesthetic, Emotional, and Trend
2	Environment, Prestige, and Expression	Social
3	Investment, Collection	Investment and Collection
4	Curiosity, Scarcity, Discount	Curiosity and Situational
5	Comfort and Capacity	Functional

Table 3 Component Matrix of Motivation
Component Matrix[a]

	Component				
	1	2	3	4	5
Curiosity	.626	.149	-.240	.039	.271
Design	.659	-.259	-.442	-.066	-.116
Self Reward	.717	-.379	-.274	-.111	.033
Trend	.689	-.356	.017	.142	-.193
Scarcity	.386	.307	.500	-.177	.493
Discount	.470	.288	-.266	-.253	.449
Soc-environ	.416	.488	.121	-.028	-.340
Prestige	.347	.441	.087	-.100	-.520
Expression	.544	.374	-.014	.032	-.102
Investment	.402	-.359	.593	-.258	.053
Comfort	.283	.308	.025	.628	.087
Collection	.513	-.288	.450	.129	-.144
Capacity	.108	-.125	.084	.720	.185

Seeing the average result of these components, The most dominant component is Aesthetic, Emotional, and Trend. From formula above, the existing score for component 1 rising above the level of significant 0.4 and exceed other components. Self reward (0.717) has strongest correlation with this component, satisfying her self as a form of reward actually motivates consumer to buy and carry premium handbag. Possession motivated by self reward is driven to the pleasure gained by own it. Trend (0.689) placed second in this component. Trend that is categorized as a fashion item can not be split with the trend that always moves. Design (0.659) follow in the next sequence, as a fashion item that accompanies women activity, design can not be ruled out.

Second dominant component is Investment and Collection. Becomes a form of investment (0.593) in the future makes many women decide to buy premium handbag. Collection (0.450) also significant enough pushes the purchase and use of the bag, the strong passion at premium handbag becomes the strong reason to motivate.

Social component also significant drives women to purchase and use premium handbag. Social environment (0.488) is classified significant encourages consumer to buy and use premium handbag with all values exist in it. Prestige (0.441) positioned in the next sequence in social component to motivate women to buy and use premium handbag. Strengthen with the result of interview, value of prestige by having and carrying makes consumer get the pride from social aspect. Expression (0.374) is below standard level of significant, as a fashion item that carried to accompany women activity is believed could be a media to express her self.

Other components are categorized insignificant because of the coefficient is below of 0.4 as the standard of significant.

Consumer Information Earning

The information from friend categorized trustworthy because it does not come from people who work for the handbag company. It also contains of positive and negative information based on experience of consumer. Store Display placed second; it successfully attaches the emotional side of shopper through the condition of store. The store display stimulates consumer by meet up consumer and the product directly. Website and magazine advertisement positioned in the next sequence. Website ease consumer to learn about product without going to the store, and magazine advertisement seduces women through the dazzling pictures on the magazine.
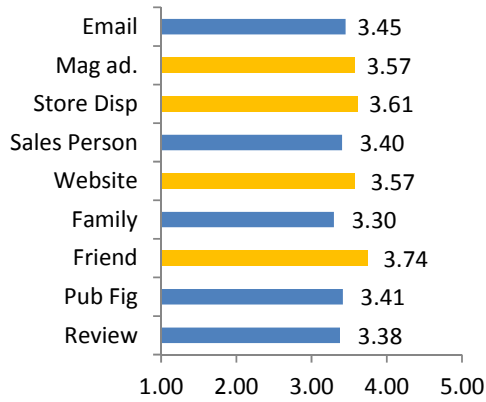
Figure 2 Informationg Earning of Consumer

Factor analysis method is used to divide variables listed on questionnaire. Grouping based on varimax rotation process in SPSS.

Table 4 Rotated Component Matrix of Information Earning

	Component		
	1	2	3
Emai/Newsletter	.647	-.025	-.207
Magazine ad.	.761	.012	.227
Store Display	.811	-.015	.245
Sales People	.644	-.031	.271
Website	.111	-.129	.780
Family	-.271	.628	.235
Friend	-.010	.760	-.087
Pub Figure	.153	.732	-.122
Review Forum	.184	.068	.708

From 9 variables which is asked by questionnaire related with information earning, SPSS succeed defines 3 components in information earning section. Grouping is based on the greatest score on each variable and above 0.50

Table 5 Component Grouping of Information Earning

	Variable	Factor Name
1	Email/newsletter, Magazine ad, Store Display, Sales People	Marketer Dominated
2	Family, Friend, Public Figure	Non Marketer Dominated
3	Website, Review Product Forum	Internet Source

Table 6 Component Matrix of Information Earning

	Component		
	1	2	3
Emai/Newsletter	.481	.047	-.478
Magazine ad.	.773	.114	-.141
Store Display	.829	.095	-.148
Sales People	.695	.059	-.049
Website	.465	-.086	.643
Family	-.213	.598	.347
Friend	-.145	.749	-.055
Pub Figure	-.013	.741	-.161
Review Forum	.473	.116	.550

Based on the average result of these components, the most dominant component in giving information based on component matrix table is non marketer dominated. Friend (0.749) gets the highest score correlated to the no marketer dominated component. Information from friend is categorized as trustworthy information, because it does not come from marketer, so that it could be more reliable. Public figure (0.741) also strongly influence, the power of public figure that exposed by media also gives influencing information to purchase and use of premium handbag. Family (0.598) also has a role because of the high value of the bag makes consumer have to be discussed before possesses it.

The result of marketer dominated is only slightly different with non marketer dominated. Store display (0.829) is strongly correlated with marketer dominated factor. This variable get the greatest score compare to other sources in all information earning components. Store display

ease consumer to choose the ideal bag by meeting the bag directly. Magazine advertisement (0.773) also significantly has a role through dazzling picture inside the magazine. Salespeople (0.695) also give strong impact through interaction which is flexible in asking information around the bag. In the last rank in Marketer Dominated component is email or newsletter (0.481) that penetrated by marketer to spoiled women get information without being asked.

The third component, internet source, is also significant seeing the elements are above 0.4.

Consumer Evaluaton of Attributes
Descriptively analysis point out the attribute that being the most consideration attribute to buy and carry premium handbag is the color. It is adjusted with the taste of consumer. Beside that, it is also considered with the lifetime and maintenance of bag. Second is brand; each brand has the value that sticks with the user of premium handbag. Price and Trend in the next sequence, Price considered adjusted with the perceived value of bag, trend has to be considered to avoid outdated.
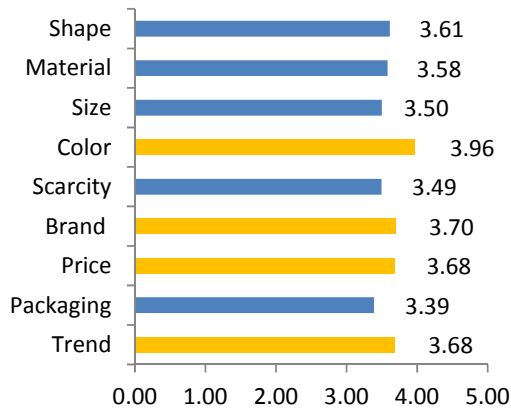

Figure 3 Consumer Evaluation of Attribute

Factor analysis method is used in this subchapter to reduce the variables existed in questionnaire

Table 7 Rotated Component Matrix of Attributes Evaluation

Rotated Component Matrix[a]

	Component		
	1	2	3
Model/shape	.730	.055	-.124
Material	.617	.019	.014
Size	.534	-.216	.361
Color	.737	.098	.157
Scarcity	.214	.602	-.014
Brand	-.175	.728	.046
Price	.192	.707	-.093
Packaging	-.277	.561	.282
Trend	.087	.079	.899

Rotated component matrix succeeded in dividing into three components.

Table 8 Component Grouping of Attribute Evaluation

No	Variable	Factor name
1	Model or Shape, Material, Size, Color	Intrinsic
2	Scarcity, Brand, Price, Packaging	Extrinsic
3	Trend	Trend

Table 9 Component Matrix of Attribute Evaluation

Component Matrix[a]

	Component		
	1	2	3
Model/Shape	.685	-.067	-.278
Material	.602	-.068	-.116
Size	.573	-.244	.272
Color	.760	.010	-.014
Scarcity	.273	.559	-.149
Brand	-.077	.745	-.030
Price	.245	.655	-.236
Packaging	-.141	.625	.245
Trend	.294	.175	.840

Based on the average score of each component, the most dominant component is Third component which is only filled by one variable which is trend (0.840). Premium handbag which

is fashion item must be fit with the trend to make the wearer not outdated.

Intrinsic attributes is the second dominant component. Color (0.760) has the strongest correlation with intrinsic component. It is adjusted with the consumer character, cloth to be worn, and maintenance of handbag. Model (0.685) also has big impact as a consideration before choosing the bag to be bought. It is strengthen from interview result that states the shape is really important because handbag pictures the taste of the wearer. Material (0.602) placed third, material on the bag also being considered related to the maintenance of bag. Fourth is size (0.573), this attribute also being considered adjusting with thing to be carried and body of consumer.

Extrinsic attribute placed third in attributes evaluation. Brand (0.745) has the highest score in extrinsic attributes. Brand is strongly considered before buying the premium handbag in line with the result of interview that point out the importance of brand because the power of brand has a value that stick on the user. Price (0.655) also has a huge role as a consideration. The price of premium handbag which is varied has to be considered adjusted with the value gain from having and carrying the bag. Packaging (0.625) also strongly correlated with the factor, the high price bad need exact place to keep the best condition. Scarcity (0.559) of bag is being consideration because scarce bag has added value and make the carrier special than others.

Conclusion

This research proves the phenomenon of premium handbag ownership is existed in Jakarta. The lifestyle and social life that stick on some women in Jakarta stimulates the possession and use of premium handbag. How marketer play the stimulant successfully shifts the value of handbag existed. The scenario which brand made through campaign, bag stock, and other aspects which are adjusted with condition in the market has moved the value of bag and successfully makes the perceived value is appropriate with consumer.

The most influential factor that motivates consumer of premium handbag in Jakarta is Aesthetic, Emotional, and Trend. The beauty of bag adjusted with the taste and trend existed

becomes the most encouraging aspects from consumer of premium handbag in Jakarta. Descriptively, Consumer in Jakarta chooses design of handbag as the most encouraging aspect that motivates before buying and using premium handbag. The beauty of bag appears from the harmonious design of handbag. Self reward, environment, and trend, also strongly motivates consumer before buy and carry premium handbag.

The information earning process of consumer has Non Marketer Dominated which is consist of Friend, Family, and Public Figure as the most influential source before buy and use premium handbag. Information of premium handbag rolls itself responding the existence of premium handbag. Descriptively, Friend is the source that gives the most influential information to consumer of premium handbag in Jakarta. Store display, magazine advertisement, and website also influence women in Jakarta in giving information around premium handbag.

Consumers in Jakarta choose Trend as the most consideration attribute before buy and use premium handbag. As a fashion item, consumers need the bag that fit with the trend exist in market. Descriptively, color is the attribute that being consideration by consumer of premium handbag in Jakarta. Brand, Price, and Trend also attributes that has to be considered before choose the premium handbag to be bought and used by premium handbag consumers in Jakarta.

Recommedations

Marketer has to do exact approach adjusted with the belief and perception of consumer in Jakarta to get their heart in choosing the brand. Exact marketing penetration is needed adjusted with the value, need, and cognition that exist in consumers mind. Message delivered has to touch emotionally to significant point of consumer motivation to drive consumer in Jakarta to buy and carry premium handbag with appropriate perceived quality by consumers adjusted with the high price of the bag.

The design and quality of bag should be prioritized and can not be ruled out seeing the price of bag that exorbitant. Quality design that suitable with beauty value and personality of target market makes worthy perceived quality.

Seeing the power of friend and social environment in premium handbag phenomenon in Jakarta makes marketer can maximize approach that stimulate word of mouth marketing. The power of word of mouth marketing that roll in society will make the brand exist in society.

Marketer also has to smart in distributing the stock of bag in market which is useful in the formation of premium handbag trend in Jakarta. The limited bag has exclusivity value for the consumers that build the pride for the wearer. It could be phenomenon and increase the existence of brand if women race to grab it. Moreover the distribution strategy for signature design which has long last design and increasing price has to be optimized.

Evaluation of attributes is in line with the perception of consumers. So the marketing strategy or advertising should aware influential attributes. Different consumer has different importance on this preference, therefore brand should get along and well suited in making product and strategy in order to attach the most of consumers.

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