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**HEDONIC AND UTILITARIAN SHOPPING MOTIVATIONS OF FASHION
LEADERSHIP AMONG UNIVERSITY STUDENTS IN JAKARTA**

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Abstract

Objective. This research aims to investigate the relationship between fashion innovativeness and opinion leadership toward utilitarian and hedonic shopping motivation.

Method. The questionnaires will be distributed offline (paper based questionnaires) to 150 students of universities in Jakarta (Binus International University, Lasalle college, Esmod Jakarta). The data gathered from the questionnaires will be analyzed using multiple regression analysis through SPSS.

Results. The result shows that fashion innovativeness was positively related to various hedonic shopping motivation such as; adventure, gratification, value, and idea shopping motivation but not with utilitarian shopping motivation. Fashion opinion leadership was positively related to utilitarian and various hedonic shopping motivation such as; adventure, gratification, value, and idea shopping motivation

Conclusion. Utilitarian and hedonic shopping motivation are influence fashion leadership shopping behavior among universities students in Jakarta. However fashion marketers still have to focus on the significant shopping motivations to stimulate consumers to shop as a fashion leadership behavior.

Key words. Consumer behavior, Fashion, Leadership, Innovation, Shopping.