Malls and Consumption Motivation: An Exploratory Examination of Older Generation Y Consumers in Jakarta

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ABSTRACT

The mall development has tremendously grown in Indonesia especially in the big cities like Jakarta. The study regarding mall has attracted many researcher to do a particular research about mall, but there is still small number of research to do some research about the attraction of mall for Older Generation Y consumers (19 – 25). There are several ways to measure this attraction by exploring the consumption of motivation of this particular group of segment. The primary finding includes the objective and social motivations among this segment, and the mean value of the perceptions of Generation Y consumers toward mall’s ambience, design, variety, and excitement. The finding shows that this target segment of consumer is more objectively motivated, and more economically driven consumers, thus they still spend quite number of time in a mall. There is also no significant difference between the perceptions of male compared to female. The managerial implications include the objective matter in the more economically driven component and does not have any impact on gender.

Key statement:
Generation Y consumers, Consumption Motivation, Universities

PREFACE
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thesis titled “Malls and Consumption Motivation: an Exploratory Examination of Older
Generation Y Consumer in Jakarta” is a replicated thesis done by Craig A. Martin and
L.W. Turley in year 20004. This thesis was prepared and designed to fulfill the final
requirements for a completion of undergraduate degree on Marketing Major, School of
Marketing, Bina Nusantara International, Bina Nusantara University.

The thesis was prepared to analyze the consumption motivation of Generation Y
consumers toward a mall. This thesis is aiming to provide an advantage and
recommendation for malls developer and their marketing team through the research about
customer behavior that will relates to customer loyalty and motivations.

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