

## ABSTRACT

*As the economic of a country growth, the consumer spending will be inline with the growth itself and therefore will be raised. In Indonesia especially Surabaya, the trend of purchasing a passenger car has increased in respect to the country overall growth. In choosing a passanger car, consumer will be given a complex choice starting from the model, brand, features and color. As color gives an initial impression towards a product, consumer will choose the color wisely that will suit and bring benefit to them. Black-color car had been dominantly been chosen by the consumer for such a long time and become the top tier color picked currently. Controversially, black-color car was also becomes the hardest color to be taken care of. There's an interesting phenomenon that drive this issue.*

*This study have the purpose to explore the phenomenon and trying to find the consumer motivation behind the act of having a black-color car that becomes the top picked yet the hardest color to be maintain. Using Victor Vroom's Expectancy theory, the researcher try to analyze and break down their motivation into three elements which are expectancy, instrumentality and valence in order to create a compherensive understanding of what is the consumer motivation behind the act of buying or choosing a black-color car to try to explain and find an answer towards the phenomenon.*

*The result shows that consumer perceived more benefits towards choosing a black-color car rather than the other color car. It's motivation varies from reflecting personal status, having better 2<sup>nd</sup> hand sellback prices, self evaluation and so on that becomes the consumer primary catalyst to have or pick the black-color car. The knowledge of this research may be beneficial towards automobile maker or management team to further enhance their services towards a black-color car owner. Also the researcher expects to reveal the answer that will create a clear explanation of the phenomenon for this issue.*

*Keywords: consumer motivation, Victor Vroom's Expectancy Theory, black-color car*