

Abstract

Intimate Apparel is one of the most important fashion, especially for woman. Currently, the market for intimate apparel is growing up, notbaly in luxury intimate apaprel. Victoria's Secret is on of the luxury woman intimate apparel, the turnover of Victoria's Secret increase dramatically for around the world. The image of Victoria's Secret very power full, so when Victoria's Secret open the physical store in Indonesia, the women in Indonesia very enthusiastic about the Victoria's Secret product. Indonesia one of the biggest country in South East Asia, the market demand quite high in luxury product. The fact nowadays, women willing to spend a lot of money to buy the luxury intimate apprel. The fact that luxury intimate apparel affecting the behaviour and way of thinking in Indonesia society, especially upper middle economy became an interesting phenomenon to study

This study purpose to explore the phenomenon and trying to figure the perception of Victoria's Secret user's and what factor that influence the users to buy the Victoria's Secret intimate apparel. Using the purchase behaviour theory, the researcher try to analyze and elaborate each stage of purchase behaviour that the drive to buy Victoria's Secret intimate apparel in which stimulated by hedonism or utilitarian, and try to summarize in purchase behaviour theory, which are six step, problem recognition, information search, evaluation of alternatives, purchase decision, Purchase, and post purchase evaluation. In order to create a comperhensive understanding in each stage.

The results shows that element of environment influence the Victoria's Secret users in each stage. Even though the elements of culture that influence in stage is different, the aesthetic element still dominates the entrie stage of perception process that Victoria's Secret users experienced because of the environmental. The knowledge of this research may be beneficial for Lbrand to expand more product and how to promote the product in effective way. Also the researcher expects to reveal the answer that will create a clear explanatory of this phenomenon for this issue.

Keywords: Victoria's Secret, Hedonism, Utilitarian, Purchase Behaviour