

## Motivasi kelas menengah dalam pembelian produk fashion imitasi = Motivation of middle class in purchase behaviour imitation product of fashion

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### Abstrak

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Meningkatnya pendapatan perkapita masyarakat Indonesia melahirkan segmen baru yaitu kelas menengah. Kelas menengah memiliki karakteristik konsumtif dan mengikuti gaya hidup kelas atas yang terinspirasi dari fashion barat. Besarnya terpaan media dan gaya hidup kelas atas membuat kelas menengah mengikuti gaya hidup seperti mengonsumsi produk fashion bermerek. Berkat strategi pemasaran dan citra yang dibangun, produk fashion bermerek berhasil mengukuhkan mereknya sebagai lambang kemakmuran seseorang. Citra tersebut dianggap dapat mengaktualisasikan kemampuan dan status sosial. Oleh karena itu, banyak kelas atas yang menggunakan merek fashion tertentu untuk mengomunikasikan kemampuan dan status sosial. Seakan tidak mau kalah, kelas menengah juga ingin mengonsumsi produk fashion bermerek tersebut dengan motivasi mendapatkan citra, pengakuan sosial, serta rasa bangga. Namun seperti terbentur oleh kemampuan secara finansial, kelas menengah belum sepenuhnya mampu membeli produk fashion bermerek yang asli sehingga memilih untuk mengonsumsi barang imitasi. Fenomena ini menggambarkan adanya Trickle Down Theory of Fashion yang menjelaskan jika kelompok subordinat memiliki kecenderungan untuk melakukan imitasi atau meniru segala simbol kemewahan kelompok superordinat. Sementara itu, kelompok superordinat sendiri memiliki kecenderungan untuk tampil beda dengan selalu melakukan diferensiasi dengan kelompok subordinat.<hr>

<b>ABSTRACT</b><b>The rising per capita income of Indonesian, gave birth to the new segment called middle class. The middle class has some unique characteristics such as consumptive and follow upscale lifestyle that is inspired by western culture. The amount of media exposure and upscale lifestyle made the middle class pursue the branded fashion products. Due to the marketing strategy and image built, branded fashion products successfully establish it brand as a symbol of prosperity. This image is considered to actualize financial ability and social status. Therefore, many upscale people use branded fashion product to communicate their financial ability and social status. As if not to be outdone, the middle class also wants to consume the branded fashion products with motivation to get the higher image, social recognition, and a sense of pride in society. But their financial capability does not provide their desire. The middle class who has not been fully able to buy original branded fashion, choose to consume imitation products. This phenomenon illustrates the Trickle Down Theory of Fashion which explains if subordinate groups have a tendency to imitates or copies any symbol of luxury of superordinate. Meanwhile, the superordinate group itself has a tendency to be different by always doing differentiation with subordinate groups.;The rising per capita income of Indonesian, gave birth to the new segment called middle class. The middle class has some unique characteristics such as consumptive and follow upscale lifestyle that is inspired by western culture. The amount of media exposure and upscale lifestyle made the middle class pursue the branded fashion products. Due to the marketing strategy and image built, branded fashion products successfully establish it brand as a symbol of prosperity. This image is considered to actualize financial ability and social status.

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