

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The number of cars in Indonesia is increasing. In Jakarta, for example, the local government has the rule to manage the use of cars daily. On each day, only cars with odd plate numbers can pass on the main roads; on the other day, cars with even numbers can pass. This is one of the conditions showing that the number of cars has increased. As the number of cars has increased, this made people want to make their cars different from the others or look unique by modifying their cars, especially young people. However, there is an anxiety around the legality of modifications and the capacity of police to 'defect' modified cars (Fuller, 2007).

Through years the number of young people who modify their cars also increase. They may modify their cars for some reasons: gain recognition, creativity, masculinity, peer acceptance, excitement, improving efficiency, improving safety (Carrabine & Longhurst, (2002), Thomas and Melissa Butcher (2003), as cited in(Fuller, 2007)). For example, one of my friends modified his car because he wanted to have high speed cars with noisy exhaust pipe although it breaks the traffic regulation.

Indeed, car manufacturers offer more various models of cars. However, still some consumers have the desire to look different with their cars. Besides buying

cars, customers may also continuously buy various products to make them look "cool" compared to standard cars. Consumers do this to achieve satisfaction or pleasure in owning a car. In other words, the car is not limited to its function but has penetrated a hobby in modifying it. According to Steg (2005) three motives related to cars. Instrumental motives relate to the convenience or lack thereof caused by using the car, i.e., speed, safety, flexibility, etc. Symbolic motives relate to people's expressing themselves via their car, for example, their personality or social status. Affective motives refer to an expression of emotions related to the car or its use, for example, the joy of driving (Li et al., 2013).

Mostly the customers are males. They modify their cars for excitement as it makes them have joy and confidence. It also for social status and peer acceptance. When young people drive modifying cars, they will gain higher social status as it needs a lot of money to modify cars

This is influenced by consumer behaviour or buying behaviour, the act of a person or individual that directly concerns the achievement and use of products, including the decision process that precedes and determines these actions. The decision process that precedes buying is described by Kotler & Keller (2012) as the stages of buying behaviour, including the problem recognition stage, information search, alternative evaluation, purchase decision, and post-purchase behaviour stage. Thus, people who modify their cars have to make decisions before modifying their cars and this is influenced by their buying behaviour.

In the category of modification levels that are classified as extreme, usually car owners change the overall shape of the framework of the vehicle changing the shape of the car frame is not done appropriately and do not use strong materials, can endanger the car owners and other road users. Apart from changing the shape of the car frame, the owners also may replace wheel and tire components. Replacement of these components usually includes changes in the diameter of the wheels, the size of the thickness of the tires, and the degree of inclination from the front and rear wheels which may be dangerous. This study sees why they modify their cars which may endanger them and may break the traffic regulations. In this study, the writer is interested in conducting a study on *Young People's Perception of and reasons for Modifying Cars and the* as the writer is expanding his business in selling products to modify cars to the customers who are all males. It seems that car modification is about male's world. It needs creativity in modifying or designing the modification of the car. As the person who runs a shop that provides spare parts for modifying cars, the writer needs to give suggestion to his customers when they want to modify their cars. It really needs creativity to do this. Therefore, this study relates to creative industry.

1.2 Field of the Study

The field of study is the creative industry which relates to Englishpreneurship.

1.3 Scope of the Study

The scope of the study is focused on the perception of young people who are between 17 to 25 on modifying cars. The writer will focus on high school students and university students as they are the ones who usually modify their cars.

1.4 Research Questions

The research questions are

1. What are young people's perceptions of modifying cars?
2. What are the reasons for modifying their cars?

1.5 Objectives of the Study

The objectives of the study are

1. To find out young people's perceptions of car modification??.
2. To find out the reasons for modify their cars?

1.6 Significance of the Study

Theoretically, the result of this study will contribute to the study of marketing. It clarifies the reasons why young people modify their cars. The result gives input to society a description of the young perception of modifying cars. It also gives valuable input to the writer as the writer has a shop that sells car variation for modifying cars. It can help the writer to develop his car variation shop as the result shows their perceptions and reasons for modifying cars.

1.7 Definition of Term

1. Perception

Perception is the process of interpreting and organizing sensations that are done by an organism in order to produce a meaningful experience of the world (Lindsay & Norman, 1977).

2. Young people

Young people are usually between the ages of twelve and twenty-four (Griffith, 2016)

3. Car modification

Car modifications are changes that are made to a car. These changes are introduced to a stock vehicle to alter its appearance, performance, or both. (*Car Modification And All You Need To Know About It*, n.d.)

