



CONSUMER BEHAVIOR MODEL IN THE DIGITAL ERA (STUDY ABOUT FASHION LAZADA SHOPPING IN BANDUNG)

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ABSTRACT

Technological developments in the digital era, nowadays it is increasingly rapid and sophisticated. These developments make changes to consumer behavior. Business competition is getting tighter as a result of the free market, memaksa para produsen determine the most effective and efficient marketing strategy so that the product can be accepted by the market.

The purpose of this research is to knowing the model of consumer behavior in purchasing fashion products via lazada in Bandung. The sampling method in this study done by accidental sampling which is part of the nonprobability sampling technique. This form of sampling based on coincidence, that is, anyone who happens to meet a researcher and considered suitable as a source of data will be the sample of this study. Selected respondents are community of users of the site lazada.co.id who has made a purchase transaction and located in Bandung using a questionnaire.

The results of this study state that trust, price and product availability become the main consideration in consumer purchasing decisions. Therefore, elements of trust, price and product availability, make the most important contribution in the consumer's decision to buy fashion products at lazada.

Keywords : Consumer Behavior Models, fashion products, online purchase