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dan Dukungan Sosial dengan Persepsi Perubahan Organisasi
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Difference Level of Intentions to Purchase from Internet (Online Shopping) based on the Types of Lifestyle Consumer Internet Users

Analisis Perbedaan Tingkat Intensi Membeli Melalui Media Internet (Online Shopping) ditinjau dari Tipe Gaya Hidup pada Konsumen Pengguna Internet

Abstract

This study aimed: 1) to determine whether there is a difference level of intentions to purchase from internet (online shopping) based on the types of lifestyle consumer Internet users, 2) to know the description of the internet consumer lifestyle characteristic which is potential to be a market target through a system of sales online. Research was conducted to the internet user customers with specific criteria. The total for research subjects are 100 people. The data collection was conducted with accidental sampling methods. This research also used lifestyle questionnaire (48 items) and purchase intention questionnaire (36 items). The data analyses were conducted with factor analysis, cluster analysis, anova and cross tabulation using SPSS 12.0 for windows. This study found four types of lifestyles consisted of ordinary minded, fashionable minded, social minded and working minded. The results reveal that $F$ calculated ($2.954) > F$ table ($2.966$) with significance degree $5\%$. This indicates that there are different levels of purchase intention viewed from the consumer lifestyle. The characteristics of potential consumers to purchase online are the group of consumers with the type of fashionable minded lifestyle. The group having high intention to purchase can be viewed from the demographical data and usage rate of internet users.

Keyword: consumer, lifestyle, purchasing, intention, online,

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