

Decision making styles konsumen generasi Y dalam membeli produk pakaian dan gadget = Decision making styles of generation Y consumer in the purchase of apparel and gadget product

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Abstrak

Memetakan pasar secara tepat dan mengaplikasikan program pemasaran secara proporsional kepada bagian-bagian pasar yang telah diketahui adalah salah satu alat kesuksesan pada pasar yang kompetitif. Penelitian ini membahas dan membandingkan consumer decision making styles (CDMS) pada konsumen generasi Y terhadap produk pakaian dan gadget. Penelitian ini mensegmentasi konsumen generasi Y terhadap gaya pengambilan keputusan mereka dan menentukan perbedaan diantara beberapa variabel relatif terhadap gaya pengambilan keputusan mereka. Penelitian empiris dilakukan berdasarkan data yang diperoleh dari hasil penelitian terhadap konsumen generasi Y. Data dianalisa menggunakan koefisien Cronbach Alpha, exploratory factor analysis, one way ANOVA dan Independent Sample T test.

Dari hasil penelitian dikonfirmasi sembilan model faktor dari decision making styles untuk masing-masing produk pakaian dan gadget diantara konsumen generasi Y. Untuk produk pakaian, penelitian ini menemukan quality consciousness, behavioral perfectionist, brand unconsciousness, Novelty-Fashion unconsciousness, Recreational Conscious Consumers, Price Consciousness, Impulsive, Careless consumers, Confused by Overchoice Consumers dan brand loyal consumer sebagai gaya pengambilan keputusan konsumen generasi Y.

Di sisi lain, quality consciousness, behavioral perfectionist, brand unconsciousness, Novelty-Fashion unconsciousness, Recreational Conscious Consumers, Price Consciousness, Value for money, Confused by Overchoice Consumers dan brand loyal consumer ditemukan sebagai gaya pengambilan keputusan konsumen generasi Y terhadap produk gadget. Perbedaan signifikan pada jenis kelamin, status perkawinan, tingkat pendidikan, pekerjaan dan usia ditemukan untuk beberapa faktor dari gaya pengambilan keputusan konsumen generasi Y. Strategi pemasaran harus disesuaikan untuk karakter-karakter yang spesifik dari konsumen generasi Y.

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Separating markets precisely and applying marketing programs proportional to the known sections is one of the most important success tools in competitive markets. This study compares and contrasts the consumer decision-making styles (CDMS) of Generation Y towards apparel and gadget product. It segments generation Y consumers by their decision-making styles and determines the differences among segments relative to their decision-making styles. The empirical analysis is based on data obtained from generation Y consumer survey. The data were analyzed using Cronbach alpha coefficients, exploratory factor analysis, One Way ANOVA and Independent Sample T test.

Research results confirmed nine-factor model of decision-making style for each towards apparel and gadget product among generation Y. In apparel section, this study have found quality consciousness, behavioral perfectionist, brand unconsciousness, Novelty-Fashion unconsciousness, Recreational Conscious Consumers, Price Consciousness, Impulsive, Careless consumers, Confused by Overchoice Consumers and brand loyal consumer as decision making styles of Generation Y.

On the other hand, quality consciousness, behavioral perfectionist, brand unconsciousness, Novelty-Fashion unconsciousness, Recreational Conscious Consumers, Price Consciousness, Value for money, Confused by Overchoice Consumers and brand loyal consumer were found as decision making styles of generation Y consumer towards gadget product. Significant gender, marital status, education level, occupation and ages differences were found on several factors of consumer-decision making styles only for apparel products.. Marketing strategies should be tailored to the specific characteristics of consumers generation Y.