

Komunikasi dalam proses keputusan pembelian produk high involvement berbasis teknologi tinggi (studi pada konsumen digital natives dan digital immigrants terhadap pembelian smartphone) = Communication analysis of high involvement decision on high tech product (studied about digital natives and digital immigrants while taking high involvement decision to smartphone)

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Abstrak

[ABSTRAK

Studi ini berangkat dari keadaan dunia yang diwarnai oleh massifnya perkembangan teknologi informasi dan komunikasi. Perkembangan teknologi berimplikasi pada dua perilaku generasi konsumen yaitu generasi Digital Natives (DN) dan Digital Immigrants (DI), suatu generasi yang sering mengalami kecemasan terhadap teknologi, dikenal sebagai technology anxiety. Studi ini melihat bagaimana dua generasi konsumen yang berbeda dalam proses memutuskan membeli produk berbasis teknologi tinggi / high technology seperti smartphone, khususnya untuk menggali proses komunikasi serta mengatasi technology anxiety. Berlandaskan paradigma post-positivistik dengan pendekatan kualitatif, studi ini menghasilkan temuan bahwa DI mengatasi kecemasan dan membeli high tech melalui proses komunikasi dengan kelompok, sedangkan DN tidak memiliki kecemasan serta cenderung melakukan proses komunikasi dengan dunia virtual sebelum membeli.

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ABSTRACT

This research inspired by picture of a world whose full of information technology and communications. Development of information technology and communications have impact for the two generations of consumer behavior, namely the generation of Digital Natives and Digital Immigrants, a generation that experience technology anxiety. This research's aim is digging about how two different generations of consumers in the process of deciding to buy a high tech product, smartphones, in particular to explore the communication process and how to overcome technology anxiety. Based on the paradigm of post-positivistic with a qualitative approach, this research found that the DI overcome anxiety and buy high-tech through the communication process with the group, while the DN does not have anxiety and tend to make the process of communication with the virtual world before buying., This research inspired by picture of a world whose full of information technology and communications. Development of information technology and communications have impact for the two generations of consumer behavior, namely the generation of Digital Natives and Digital Immigrants, a generation that experience technology anxiety. This research's aim is digging about how two different generations of

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