ABSTRACT

In this era, the development and Internet users in Indonesia is rapidly thriving and growing from year to year. This condition makes the businessmen who involve in e-commerce are arise, thus making it easier and coddle consumers to buy and get they desired product by minimizing the time and expense. This situation makes consumers's lifestyle in Indonesia is growing with changing the procedure point of view's consumers by purchasing goods using media online shopping sites. One of it is Zalora sites which offers 500 local and international brands and sells 27,000 products online fashion.

This research is categorized to descriptive and kausal research with quantitative research methods. By using a non-probability sampling techniques and using purposive sampling. Methods of data collection using the questionnaire. The analysis of the data used is simple linear regression analysis.

The results showed that lifestyle factor significantly influence the purchasing decisions within 0.877 (percentage), which mean that green product influence purchasing decisions by 87.7%, the remaining 12.3% is influenced by other variables which is not researched

Keywords : Online shopping, Lifestyle, Purchasing decisions