

ABSTRACT

Consumer behavior is the study of individuals, group organizations and the processes they use to select, secure, use and create products, services, experiences, or ideas where this process has an impact on consumers and on the environment (society). The study, titled "consumer spending Behaviour on a Bicycle Downhill Enthusiasts in the selection of SRAM spareparts of Bandung" aims to find out what encourages consumers downhill bike enthusiasts in the selection of spareparts. This research used the qualitative method with descriptive studies and data collection techniques using in depth interviews to three key informant. From the results it can be concluded that that encourages consumers in buying spareparts are from external factors i.e. reference groups and social classes, while its internal factor is learning, attitude, personality and motives and the concept of self, lifestyle and purchasing decision becomes a factor that encourages consumers in the selection of spareparts.

Keyword: consumer behaviour, bike downhill, SRAM spareparts.