

ABSTRACT

This research was conducted to determine the differences between the generation of digital natives and digital immigrants shopping online behaviour through e-commerce. This online shopping behaviour studied uses the Assael consumer behaviour model which states that shopping behaviour is formed by three aspects, there are: the individualist consumer aspect; environmental factors; and marketing strategies. This study answered how many differences in behaviour arise between the digital natives and the digital immigrants and also measured how significant the differences are shown. The significance of the differences that arise can be known using the independent t-test method with the basic indicator as if the number sig. shows a number < 0.05 , then the difference that appears is significant.

The results of this study indicate that this two generations have differences in online shopping behaviour seen from the three aspects of behaviour according to the Assael consumer behaviour model. There are significance differences that occur in several aspects such as the ability to interpret the product quality through e-commerce (0,000 $< 0,05$), the influence from friends and community to purchasing decisions (0,025 $< 0,05$), then promotion strategies (0,000 $< 0,05$), discount (0.006 $< 0,05$), and bonus products in influencing online shopping behaviour (0.034 $< 0,05$).

Keywords: Consumer Behaviour, Online Shopping, Comparative Study, Digital Natives, Digital Immigrants, E-commerce