ABSTRACT

Marketing is growing rapidly and understand consumer behavior to be one strategy in the success of marketing the product. Produce a product that consumers want will streamline marketing activities, through the understanding of consumer behavior consumer will obtain information on how to develop a number of alternatives in the purchase. Many factors influence consumer behavior such as lifestyle. Components as AIO, ie, activity, interests, and opinions. The purpose of this research is to analyze the differences in lifestyle (activities, interests, and opinions or AIO) silver jewelry buying behavior in the city of Semarang by age, education, employment and income.

The population in this study is consumers who are buying silver jewelry on the market Peterongan Semarang, with a sample of 100 respondents. The sampling technique is Accidental Sampling. The type of data is primary data by questionnaires and secondary data in the literature. Analysis tool used is multiple regression, t test and F test.

The results of this study was: There were no differences in lifestyle (activities, interests and opinions) and silver buying behavior based on age. Differences are not artifacts lifestyle (activities, interests and opinions) and silver jewelry buying behavior based on the level of education. There are differences in lifestyle (activities, interests and opinions) and silver jewelry buying behavior based on the work. There are differences in lifestyle (activities, interests and opinions) and silver jewelry buying behavior based on income.

Keywords: Lifestyle (activity, interest, opinion), and Purchasing Behavior

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