ABSTRACT

A total of 41% of vape consumers are categorized as having high income, while 36% are categorized as having middle income and 24% are categorized as having low income in Indonesia. Hexohm is a vape product that has a high prestige value among its consumers because Hexohm's products are likened to a "Ferrari" in the world of vape devices. However, in the market share of e-cigarettes in Indonesia, Hexohm is not ranked first, which is still ranked as the fifth best-selling e-cigarette brand in Indonesia. In the preferences of each generation, it is known that there are different purchasing decisions in the purchase of e-cigarette users between generations so that they decide to make purchasing decisions on luxury and exclusive vape brands.

This research was conducted using qualitative research methods. The data sources used in this research are primary data and secondary data. Data collection techniques were carried out through in-depth interviews with 4 informants in different age segments.

The results of this study indicate that the findings in this study can also solve the phenomenon of problems that exist in the background of the problem related to Hexohm's low market share in Indonesia. In the findings of this study, it results that in the Hexohm target market which is a prestige item and device that has a high price, in other words, consumers in making their own purchasing decisions will be sorted based on evaluative criteria, namely price. Then, in the case of this study which focuses on the consideration factor of certain segments, which shows that the entire certain age segment states that informants do not need another device when they use Hexohm as a vape product. In other words, the findings in this study can also overcome the phenomenon of existing problems where even though Hexohm's market share in Indonesia is low, it has instilled high loyalty in the minds of its consumers based on the findings in this study. In other words, Hexohm still champions vape products / vape devices that have superior performance.

Keywords: **Purchase Decision, E-Cigarettes, Hexohm.**