

Pengaruh faktor eksternal dan internal terhadap proses pengambilan keputusan konsumen Nike activewear = The Implication of internal and external factors towards consumer' decision process of Nike activewear

Felisa Nicole Mangunpratomo, author

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Abstrak

Makalah Non Skripsi ini membahas tentang proses pengambilan keputusan konsumen dan implikasi dari faktor eksternal dan internal. Laporan ini mengidentifikasi bahwa faktor fisik, psikologi dan emosi dari konsumen dapat mempengaruhi proses pengambilan keputusan dalam membeli sepatu Nike. Kemungkinan konflik dapat teridentifikasi ketika konsumen mengharapkan kebutuhan sekunder mereka dapat terpenuhi melalui pembelian sepatu Nike.

Tesis ini akan menjelaskan di kala perusahaan ini tetap menjadi dominator pasar dan mendapatkan keuntungan selama lima tahun kedepan, Nike harus fokus di perdagangan online, menangkap peluang baru di pasar Tweens, baju dan sepatu perempuan dan mempertahankan sisi kompetitifnya dengan terus berinovasi.

.....This paper investigates the stages of consumer decision process and the implications of both internal and external influences that could affect consumption decisions. This report identifies that customers' physical, psychological and/or emotional factors will affect their decision-making process towards buying Nike footwear. Problems are recognized when people expect secondary physical needs can be fulfilled through buying Nike footwear.

The thesis also examines that while the company remains the market leader and is profitable for the next five years, Nike should further concentrate on e-commerce, focus on capturing a new market segment of Tweens, women's apparel and footwear and sustain its competitive edge by maintaining their level of innovation.