ABSTRACT

Consumer behavior in order to obtain a product or service is never the same and always changing. The development of more advanced information technologies, in particular the Internet, changing the way consumers shop. Consumers not only shop at the market place but also in the market space. Facebook currently utilized by the seller becomes a virtual store or online shop.

The objective of this study is to identify the factors that explain the consumer decision making process in online shop on Facebook. Research is a descriptive and exploratory study using factor analysis.

From the analysis, the authors conclude that there are eight main factors which encourage consumers to buy clothes on Facebook, namely customer service, an online store atmospheric, products, shopping orientation, flexibility, social status, consumer personal characteristics, and experience.

Keywords: consumer behavior, online shopping, Facebook