

ABSTRACT

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THE INFLUENCE OF CONSUMER ETHNOCENTRISM, PERCEIVED BEHAVIORAL CONTROL, ONLINE BUYING ATTITUDES, SUBJECTIVE NORMS AND COUNTRY OF ORIGIN ON ONLINE PURCHASE BEHAVIOR BY CONSUMERS THROUGH AMAZON

This research purposed to examine the influence of consumer ethnocentrism, country of origin, perceived behavioural control, subjective norms on online consumer buying behaviour. The participants in this study are Indonesian consumers who shop online. 145 respondents who have bought something from Amazon at least four times make up the sample. SEM PLS is a data analysis technique. Consumer ethnocentrism is rejected as having a negative impact on online consumer purchasing behavior on the Amazon market, but is acknowledged as having a beneficial impact on the country of origin. Country of origin does not affect a product's acceptance in the Amazon market favorably. The purchasing behavior of online customers on the Amazon marketplace is positively impacted by perceived behavioral control. In the Amazon marketplace, attitudes regarding online purchases have favorable impact on online customer purchasing behavior. On the Amazon market, the positive normative subjective effect on online customer buying behavior is disregarded. Management repercussions for Amazon should be able to improve the updating of information on its website that will assist potential customers in learning more about the products sales to consumers, especially those who are inexperienced, have no difficulty learning more about the products they will buy.

Keywords: consumer ethnocentrism, perceived behavioral control, online buying attitudes, subjective norms, country of origin, online purchase behaviour