



**FACTORS INFLUENCING VEGETABLES AND
FRUIT PURCHASE ON E-COMMERCE PLATFORMS
IN JAKARTA**

By

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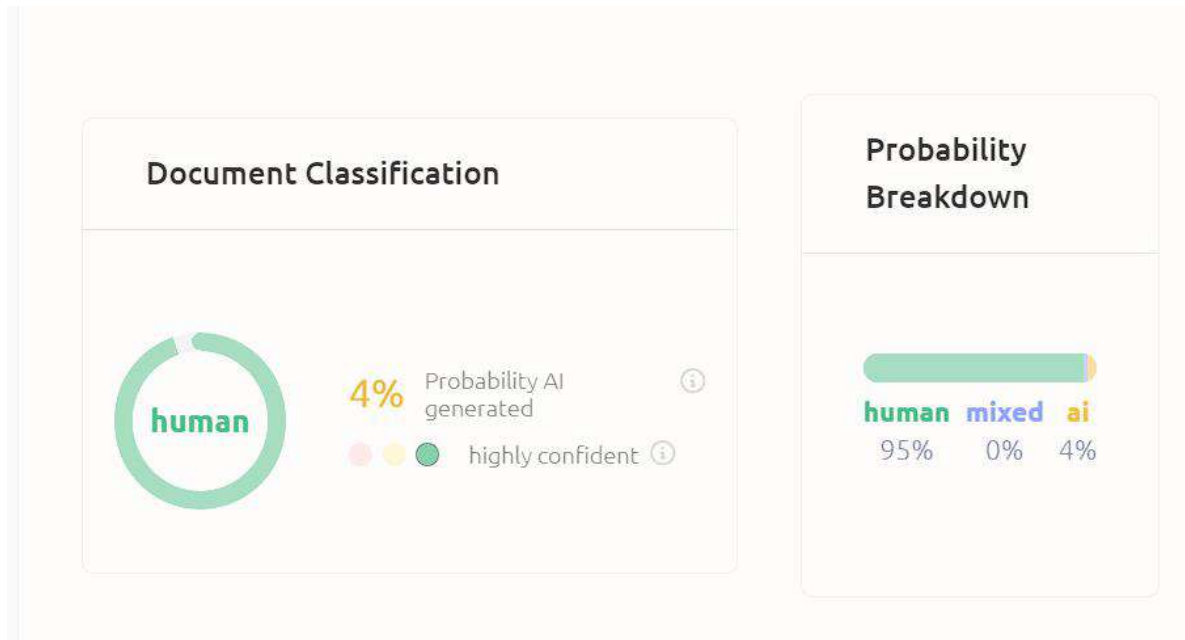
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ABSTRACT

Purpose: This study examines behavioral factors influencing consumer purchases and marketing methods to increase marketers' understanding and engagement with their target audiences. These factors examine convenience, product quality, price, and branding to understand their influence on consumer behavior and purchasing decisions. This research addresses concerns about effective marketing tactics for various consumer segments.

Methodology: Data for this study were collected through a survey of 343 Greater Jakarta consumers using google forms who have recently purchased vegetables from eCommerce. Smart PLS 3 used for the statistical analysis such as the mean, standard deviation of each variable as part of the statistical analyses, which also included model fit testing, determining validity and reliability, testing hypotheses, and calculating R-squared.

Findings: The findings of this study highlight the importance of understanding consumer demand, behavior, and attitudes for effective marketing tactics. It emphasizes market research, segmentation, product quality, pricing, and branding, providing valuable insights for future marketing research and practice.

Originality/Value: The originality of this research is that it is the first research to examine attitude, subjective norms, perceived behavioural control, customer perceived value, convenience, communication, logistic quality, and purchase intention that influence purchase intention towards purchasing vegetables in E-commerce.

Keywords: E-Commerce, Greater Jakarta, Demand, Consumer Behavior, Purchase Intention.

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