

ABSTRACT

Universitas Diponegoro which is located in Semarang is a leading university in Central Java which consisted of various races, religions, races and groups. Displacement of the 5 faculty Pleburan gradually since 2010 helped turn the socio-economic activities Tembalang region, especially in the retail sector. Supported by geographical location situated on the main route from the city of Semarang to the south, it would be particular concern for businesses to understand the Undip Student's purchasing behavior and lifestyle in traditional and modern retail sector in the city of Semarang to understands and better planning in.

This study used a non-probability samples method, which is convenience sampling technique. For that, the respondents in this study were students who had study period at least one semester at Universitas Diponegoro. From the obtain data qualitative analysis using descriptive statistical analysis methods interpreted of. In this research, quantitative analysis on the method of analysis as conjunction for that can be counted and measured.

The results showed that demographic factors of the respondents in diversity of shoppings and purchasing behavior that indicated by their consumption activity. In the modern retail sector of Tembalang region, respondents appreciated for the high category indicated by 3.91 index points. Respondents indicated responses in the traditional retail sector for the medium category by 3.19 index points.

Keywords: purchasing behavior, shopping, demographic factors, modern retail, traditional retail.