

ABSTRACT

Qurratu Aini, 2013 SKRIPSI. title: "Consumer Behavior Response To The Traditional Market Merjosari And Modern Market in Malang (Review Pricing Approach)".

Guide : Irmayanti Hasan, ST., MM

Key word : Price, Consumen Behavior

In today's economy for an exchange or measure the value of a product using the money instead of barter system . The amount of money that is used in the exchange rate reflects the price of an item . If the price of a product on the market is quite high , it indicates that the quality of the product is pretty good and the product brand in the minds of consumers is pretty good and convincing , and vice versa . Nowadays consumers are increasingly clever in spending money . Consumers purchase items needed in an amount according to his needs .

The analysis of the data used in this study is to use reduction data , display data , conclusion drawing and triangulation . Subjects of research include traditional Merjosari market managers, market traders, and consumer markets Merjosari traditional and modern markets.

The results of this study indicate that the majority of consumers shop at traditional markets due Merjosari more economical price than the price set in the modern market , and modern market its own impact on sellers and buyers in choosing to spend their money .