

SHOPPING THROUGH SOCIAL MEDIA: A STUDY ON CONSUMER BEHAVIOR IN FACEBOOK'S ONLINE SHOP PAGE

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ABSTRACT

Nowadays, social media like Facebook and Twitter, showed increasing number rapidly from time to time. In Indonesia, Facebook has become the largest social media, being the second place in user number, comparing to other countries.

As a result, one of the aspects that affected by this social media phenomena is business. The development of social media provides a developing prospect for E-marketers and digital entrepreneurs. If E-marketers know the insights on their buyers' characteristic, they could get insights on how customers interpret and receive stimuli (messages/informations), which could affect customers' decisions.

This paper focuses on interpreting factors which affect young people's online shopping in Facebook, as well as finding consumers online characteristic factors which include cultural, social, personal and psychological factors.

In this research, 15 consumers from various online shop in Facebook were interviewed and observed as informants. Those informants are in Y generation category (age 20-30) who had experienced shops online, male and female, to see if there any differences between gender in their psychological characteristics.

From interviews and observations, male and female have different perceptions; female's reasons to buy are more because of convenience, while male's reasons are mainly because of customer service factor, such as uniqueness and safety. While safety and reliabilities are main concern for male consumers, female did not have the same concern.

Keywords: Online Shopping, Consumer Behavior, Social Media

1. INTRODUCTION

Communication technology by Roger (1986) is hardware and organizational structures, and social values which individually collect, process, and exchange of information with other individual. Based on Thurlow, Legel and Tomic (2004:15) “computer mediated communication refers to any human communication achieved through, or with the help of the technology”. This means any kind of communication we do using computer to help us to communicate with other people that is already becoming computer mediated communication.

Talking about technology will always be followed by the changes and the effect that being brought by the technology itself. Most of the people believe that all the changes until now is caused by technology, but we also have to know that when we talk about changes we are not only talking only about positive changes, but also negative changes.

Indonesia is rapidly growing in term of communication technology development especially in internet development. This development is faster than any other media, for example television needs 13years to reach 50million watcher, and radio needs even 38years to reach 50 million listener but internet only needs 5years to reach 50 million users (Ellsworth, 2001:12). Internet also called as convergent media because internet combine various media that is why internet has very high level of effectiveness and efficiency which also explain why internet could develop faster than other media. Since internet is firstly introduced in 1996, Indonesia only had around 512000 internet users but nowadays we can easily have internet access with the rapid growing of internet café, places with hotspot or wifi, and also the low price of internet access by mobile phone.

This phenomena also implies to Indonesia as a Country which makes Indonesia becomes the fifth largest internet user in Asia and Asia region is the largest internet user with 56,3% of all over the world. With this large of potential internet could be an effective channel to perform a communication process (Harridge, 2004:16)

Table 1.1 Internet Users and Population Statistics for Asia
<http://www.internetworldstats.com/stats3.htm> accessed March 20th 2011

| INTERNET USERS AND POPULATION STATISTICS FOR ASIA | | | | | | |
|--|-------------------------------------|--------------------------------|--|---|--|-------------------------------------|
| <u>ASIA REGION</u> | Population (2010 Est.) | % Pop. of World | Internet Users, Latest Data | Penetration (% Population) | User Growth (2000-2010) | Users % of World |
| <u>Asia Only</u> | 3,834,792,852 | 56.0 % | 825,094,396 | 21.5 % | 621.8 % | 42.0 % |
| <u>Rest of the World</u> | 3,010,817,108 | 44.0 % | 1,141,420,420 | 37.9 % | 362.7 % | 58.0 % |
| WORLD TOTAL | 6,845,609,960 | 100.0 % | 1,966,514,816 | 28.7 % | 444.8 % | 100.0 % |

From this table we can see that Asian as the largest number of population also become the highest growth in term of internet users. Asia may not be the largest internet users of world yet, but with the highest growth of internet users many marketer believes that Asia will become the largest internet users in the future, and it also why marketers should see this as an opportunity in marketing especially in online marketing.

Technology development is also causing the change of content of the mass media from one way communication into two ways communication, people are becoming more active, meaning people also take part in mass media's programs. This kind of media is called the "new media", the media refers to the instrument or common communication mediums. Newspaper, television, film, poster is a form of old media. New media is described as a media that able to display the content or information interactively, public could also actively deliver their information and knowledge, and they also can cooperate with other member of the media.

New media is identically with digital content that can be distributed massively and interactively through internet. The content of internet media consists of a combination between various media, text, picture, sound, and video, plus the ability of interact that overcome the lack of the existing media. Another advantage of new media is the existence of archive. With this archive people can access news or article that being showed years before and the reader also can gives comment or feedback in every article they read, the reader also can actively participate by posting their own article to some media.

Nowadays handphone with GPRS (General Packet Radio Service) is very affordable. With only one million rupiah we can have a handphone that can allow us to access internet like a desktop with a modem with relatively cheap price. For example, Indosat offer internet and data services with very cheap price. The normal price is Rp5/KB (pay as you go), or AS, simpati, and HALO for handphone and flash small denomination for desktop or computer with normal price Rp.100.000 for 300MB for 30days

We also can see this from the escalation of internet access mainly from mobile phone. Since 8 October 2002 Telkomsel launch their first GPRS service until the opening year of 2009 users of this service reach 6,2 million users, an at the end of June 2009 increase to 8,7 million users or increase 40% in only 6 months. From all this user around 8,5 millions is accessing internet service using hand phone and around 200.000 people is using PC (laptop and desktop).

Company, in this case the marketer should be able to read through this situation. This situation should be able to be seen as an opportunity to get bigger market. Even nowadays the main function social media has changed into a marketing tool. "That's why the role of social media for the development of a brand is becoming more important. Sooner or later we are moving to that direction and the only problem is who is faster to adapt the changes" said Imron Zuhri, from SITTI (Sistem Iklan Teknologi Teks Indonesia).

Besides media, another important aspects that also changed by technology is economic. We may have realized that the way of people doing business nowadays is totally different compare to the old people doing theirs. "Technology have changed the way of doing business in all sector of industries including retail industry and the changes itself is quite significant. With

the presence of information technology (IT) consumer is becoming flooded with information and become more demanding. With the IT gadget they have – Internet, smartphone, tablet computer (Ipad and Samsung Tab), etc – they can easily access the source of information” said Raymond Moy, Manager of IBM ASEAN.

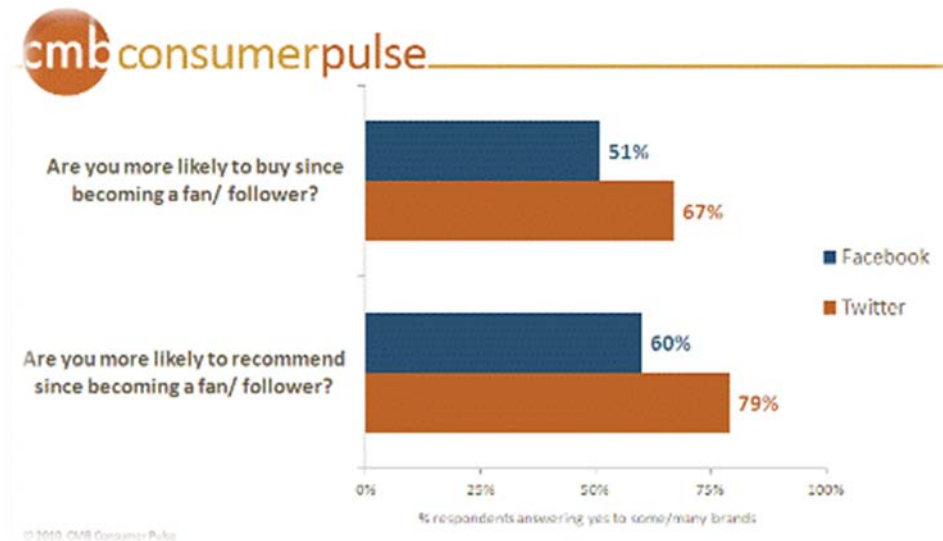
Based on research by IBM ASEAN, 33% of the respondent follows the retail company on the social network. 78% of them are happily to collaborate with the retail company to create a new product or service which fit their needs. 62% of the respondent wants to use their mobile phone for shopping. 64% of the respondent wants to use their digital TV for shopping, and 61% of them are willingly to spent more money to buy the product from the retail as long as they implement this customer’s input.

Also from the same survey, respondents who are from the Y generation (20-30 years old) are very much willing to use various of technology and alternative channels. They are also following the retail company in the social media. From that phenomena IBM concludes that customer trend nowadays are instrumented, interconnected and intelligent. Instrumented because customer want to use various kind of technology. They have instant access information about the retail. The information could be about the product, other customers’ testimonials through technology. Interconnected because customers are connected with not only other customers but also the retailers themselves. They use various type of technology to interact one another. Intelligent because customer knows what they want. They clearly defined their expectation to the retailer about current condition and in the future.

With the existence of web 2.0 online user behavior becomes more complex. With forum, mailing list, and blog that very much appreciate liberty of speaking required communication and marketing consultant have to be more careful in doing communication approach. Understanding online user behavior and how they interact is something they have to do before they decide how they want to communicate.

This fact is also changing human behavior in real world. One of the best examples is consumer buying behavior. Nowadays, consumer buying behavior is changing from offline to online shopping. Actually this change was already happening in western country, and now is adapting in eastern country especially in Asian region.

Table 1.3 Changes of Consumer Buying Behavior



<http://www.projectsparadise.com/consumer-behaviour-online-shopping/#> april 14 2011

From table 1.1 we can say that social media has become something that we need to give special attention. The rapid increasing number of social media may become the clearest indicator that the internet has given its impact and this phenomena is become the most rational consequences. Moreover, with the forthcoming of mobile internet era which can gives possibilities to the user to access the social media anytime and anywhere.

Digitalpreneur and netizen is also a product of technology. These terms becoming more popular along with the increasing number of internet usage. The term “digitalpreneur” is given to someone who builds his/her own business with internet as its main base. Kaskus is the best example of how we can build our business based on internet. Through their website www.kaskus.us they provide a place where the producers and the consumers can meet directly in the virtual world. Kaskus is only a form of its owner hobby when in the year of 2000 being seriously done. According to Andrew development of internet user in Indonesia is rapidly growing and very significant in Asia. Indonesia is at the 5th rank of the most internet user in the world. Based on research by Woldstat until 2009 the user of internet in Indonesia reach 30 millions people penetrate to population of Indonesia around 12,5% which means Indonesia is making 4,1% of internet users in Asia.

There is also a term called Netizen. Netizen is firstly created by a youngster named Michael Houben in 1992. The term netizen is given to someone who spend his/her day 24 hours a day stay connected with internet or mobile internet. The forthcoming of netizen should also be given more attention in marketing world. As being said by Hermawan Kertajaya, founder and CEO MarkPlus, Inc. in “Marketing to Netizen Indonesia 2010” Wednesday (27/10). In that event Hermawan Kertajaya said that how important the netizen for the marketer “Netizen is very important. Nowadays the total number of netizen is around 30-45 million people, but in fact many marketing manager still don’t know this. That’s why every marketer should know how to treat this netizen which not really much in amount but giving very big influence”

One of the most well known social media is Facebook. Facebook is a social network website that first launch on 4th February 2004 by a Harvard student named Mark Zuckerberg. When facebook was first launch this website is only for Harvard student only, but along with the success and high enthusiasm of the members in two months this website is entered by other college students, and on 1st September 2006 this website was launched to the public with 13 years and above with valid email as the only term. This website provides friendship virtually complete with everything we can do in the real world such as giving comments, message, testimonials, pictures, and album which we can connect it with our friend.

Facebook is one of successful social networking websites. We can say this by looking at the fact that Microsoft is willingly to pay 246 million dollar to only get 1,6% of facebook's profit. This means that facebook is making so much money that a well established company like Microsoft willingly to spend so much money to only get a tiny bit of their profit. With this fact we may not be surprise anymore if forbes magazine place Mark Zuckerberg the "drop out" psychology student as one of top 400 richest people in United States in 321.

Table 1.5 Top 20 Country of Facebook users

Top growing countries on Facebook in the last 6 months

| # | Country | Gain [abs] | Total users |
|-----|---------------|------------|-------------|
| 1. | United States | 20 710 660 | 146 591 880 |
| 2. | India | 8 271 480 | 18 818 720 |
| 3. | Indonesia | 8 007 060 | 33 920 020 |
| 4. | Philippines | 6 202 240 | 20 802 540 |
| 5. | Mexico | 5 852 520 | 18 830 960 |
| 6. | Brazil | 4 761 500 | 9 518 700 |
| 7. | Germany | 4 284 260 | 14 232 960 |
| 8. | Taiwan | 3 680 660 | 10 425 820 |
| 9. | Thailand | 3 171 280 | 7 387 960 |
| 10. | Malaysia | 2 557 340 | 9 874 860 |
| 11. | South Korea | 2 353 820 | 3 462 660 |
| 12. | Turkey | 2 235 860 | 24 788 400 |
| 13. | Russia | 2 156 860 | 3 401 140 |
| 14. | Poland | 2 109 680 | 4 882 220 |
| 15. | Argentina | 2 011 560 | 12 461 780 |
| 16. | Pakistan | 1 577 000 | 3 514 760 |
| 17. | Peru | 1 542 700 | 4 094 400 |
| 18. | Spain | 1 436 500 | 12 049 320 |
| 19. | Colombia | 1 347 780 | 11 574 600 |
| 20. | France | 1 329 640 | 20 271 860 |

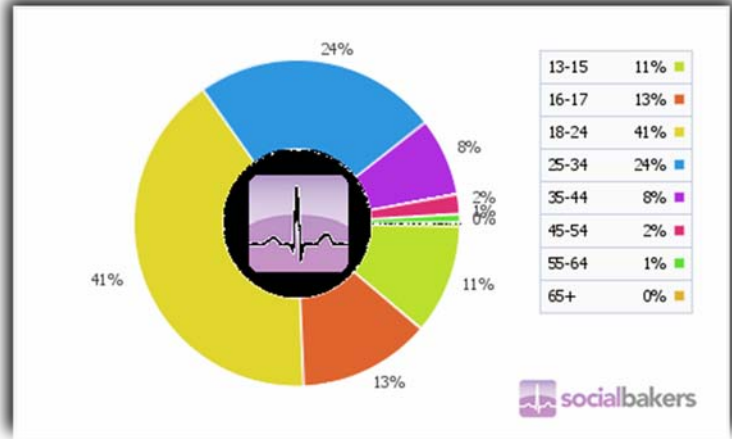
Source: Data manually collected on Socialbakers.com
Date: Jan 13th, 2010



Based on research by E-Marketer on Facebook, the number of facebook user in Indonesia increase 1.400.000 users in a month. At 1 December of 2009 e-marketer also state that facebook user in Indonesia is 13.870.120 and in 1 January 2010 increase to 15.301.280. Indonesia in only one rank below United states which increasing 4.576.220 users at the same period from 98.105.020 into 102.681.240, but Indonesia has the highest percentage of user ascension all over

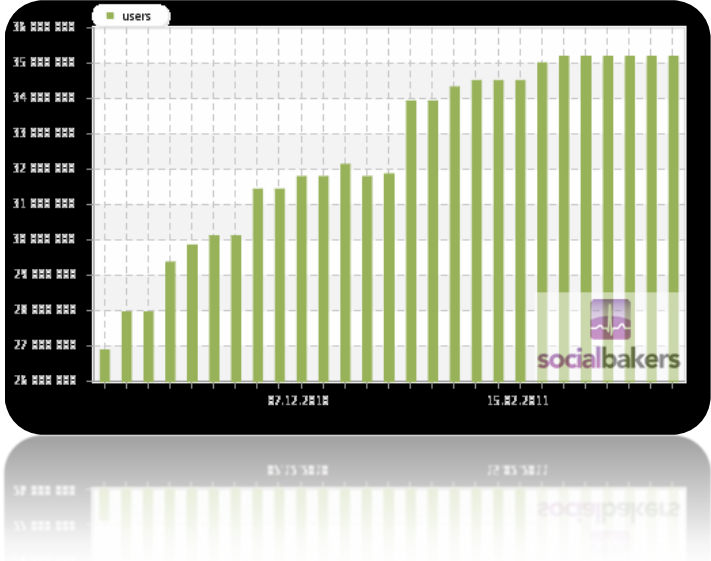
the world even twice of ascension in United states. Indonesia has 10% of escalation while United States only have 5%.

Picture 1.2 User Age distribution on Facebook in Indonesia



From this data we can see that this data confirmed the research from IBM that most of internet users are from Y generation (age 20-30) because from this chart we can see that most of facebook users especially in Indonesia is coming from age 25-40 and dominated by male as shown in picture 1.2.

Picture 1.4 User Growth For the last 6 month



From this chart we can see Indonesian facebook users has reach more than 35.000.000 users, and this is also means that as a company who wants to enter online market they have more than 35 million potential customers.

This is also related to the way we talk in online world, because when we talk about online communication, we have to realize that online community has their own behavior which called online user behavior. According to Iim Fahrina, one of an online marketing communication strategist, some basic online user behaviors are:

1. Customer wants to get important information clearly, and not hidden in the main menu.
2. Menu name describes content, so the customer does not waste their time to click unneeded information.
3. Customer do not like pop up advertising.
4. Customer tends to leave the sites which takes long time to open the page.
5. Old content will never be surfed.
6. Automatic audio is felt disturbing.

2. RELATED LITERATURE

The term online shopping is meant as an umbrella term covering a relatively wide semantic field of different practices starting from spending leisure time, having fun, searching for information about products and services, browsing the selection, making bookings, to completing actual purchases, which is synonymously with the concept of e-shopping (Raamat, et.al., 2008).

From a study on consumers' attitude toward online shopping in New Zealand, it is stated that online shopping is, however, a different experience from shopping in a physical retail store (Shergill & Cheng, 2005). The absence of *store atmospherics* [Engel et al., 1990, in Shergill & Cheng, 2005] have a direct effect on customer mood and behavior, with store's physical aspects such as colours, music and layout of products. Web stores so far cannot fully simulate the ambience of a physical store on account of the limitations of devices. So, the system design of the E-retailing experience must compensate for the loss of traditional in-store ambience (Shergill & Cheng, 2005).

One of the factors which could compensate the loss of the physical store ambience is convenience. Compared to traditional way of shopping, in online shopping consumers have the ability to view and purchase products at any time (Hasslinger, Hodzic & Opazo, 2005). They could also visualize their needs with products, and discuss products with other consumers (Joines, et.al, 2003 in Hasslinger, Hodzic & Opazo, 2005). With so many informations and opinions on the internet, consumers have many access to suppliers and product/service opinions (Smith and Rupp, 2003 in Hasslinger, Hodzic & Opazo, 2005).

Shen, et.al (2006) identified the key factors from previous literature that contributes to people's choosing to do online shopping, such as; (1) informativeness, consists of visual appeal and information accessibility; (2) customer service, which means reliability, security and efficiency; (3) convenience, which means ease of use and payment, also speed of delivery; and (4) experimental uniqueness, which could also means the fun factor, entertainment value, as a means of escapism, and personalization for consumers.

The increasing number of users on social networking sites (SNS), such as Facebook, had already made companies, organizations and individuals create a presence on SNSs. In these SNSs, companies can create profiles and fan pages, stage events, and follow or fan potential consumers (Jansen, Sobel & Cook, 2011). Moreover, users of SNSs can also purchase gifts to send to friends or business associates. These gifts can be virtual and free (or with a virtual currency), while other gifts can be real and purchased with actual money.

While SNS like Facebook has a main function as a place to connect and engaged with other friends, which provides features such as giving comments, message, testimonials, pictures, and album which we can share it with our friend, marketers and individual entrepreneurs see this as a potential way to reach customers. Rutledge (in Jansen, Sobel & Cook, 2011) reports that younger internet users desire low-cost and convenient online methods to purchase products like music, books and apparel. Tapscott (in Jansen, Sobel & Cook, 2011) also believes teenagers are a crucial part of online buying, with students (in 2006) earning almost \$200 billion a year and purchasing \$190 billion worth of goods.

Based on a study on influencing factors of online shopping (Wang, Liu & Cheng, 2008), it is found that culture, social, personal and psychological factors still had influencing role. Cultural online characteristic identified by Smith and Rupp (in Hasslinger, Hodzic & Opazo, 2005) as the difference social class creates a difference in purchasing online behavior. Consumers from a higher social class generally purchase more and have a higher intention to purchase online because there is a higher probability that they possess computer and also greater access to the internet, while consumers from lower social class would not have the same opportunities.

Social online characteristics are also important in order to understand online consumer behavior. Social online characteristic refers to social influence on the online consumer comes from new media reference group. For the online consumer were identified as virtual communities, consisting of discussion of groups on a website. The consumer can read about other people's experience and opinion which have shown to have effect (Christopher & Huarng, 2003 in Hasslinger, Hodzic & Opazo, 2005).

Personal online characteristic based on Monsuwe, Dellaert and Ruyter (2004) explored the personal online consumer characteristic and concluded that income has a vital role for online purchasing behavior. Age factor also identified as a determinant for online purchase intentions. They think older people had no frequent interaction with the internet and computer would not use the internet as a medium for purchase, while most of the young adult would do that.

Psychological online characteristic defined by Smith and Rupp (2003) in Hasslinger, Hodzic & Opazo (2005), as psychological characteristic of consumer behavior as question the online consumer would ask himself before making a purchase. There are some categories in psychological online characteristic:

1. **Motivation** – the consumers are reasoning for incentives to engage in a particular behavior. He may ask himself a question like “should I look for better price?”, “should I shop more often?”, or “How much do I really need this product?”.

2. **Perception** – the consumer is interpreting acquired information by closing it. Question such as “I think this site is very secure, it seems has a good product but how can I be so sure?”
3. **Personality** – the consumer is adapting to influences of his cognition. The question could be “what type of website are best suits for my personal buying preferences?”
4. **Attitude** – the consumer is working out what his like or dislike is in respect to a particular situation. The consumers may ask themselves “should I really be buying items from the internet?” or “if I do not buy the item online, how can I get it?”
5. **Emotions** – the consumer is without conscious effort detecting how he is being affected by his cognitive choice. He may ask himself “last time I ordered from the internet I had bad experiences, should I try to buy it again?” or “what is the future of buying online?”

3. METHOD AND PROCEDURES

This research uses case study research with qualitative approach, as a means to explore as much data as possible about the research subject by using some methods, including interview, observation, document investigation, and any kind of data to elaborate a case in detail.

The data used in this research primarily compiled by interviewing 15 informants, by online and offline (face-to-face) interviews. To gain a deeper understanding on online consumer behavior, informants were chosen by a specific criteria, those are in Y generation category (aged 20-30), who shop regularly on Facebook, to answer on questions regarding their online shopping habit. This research is using In-depth interview, also known as an individual interview or (especially in the USA) a 'one-on-one', this is a qualitative market research interview with a single respondent. Such interviews vary greatly in content and interviewing approach as well as in dimensions such as length (from a few minutes to several hours) and location (respondent's own home or other location). (Lindlof in Daymon and Holloway, 2005: 166)

The questions mainly based on four dimensions which influence online shopping behaviors, including informativeness, convenience, customer service and experiential uniqueness. Moreover, informants also been interviewed regarding the psychological characteristic of online consumer behavior, such as motivation, perception, personality, attitude and emotion.

Secondary data can be collected or generated by doing secondary research. Secondary research narrowly defined as analyzing data from the previous research and publication. This is done by learning or digging data from books, literature, newspapers, documents, and articles. Other form of data could also be statistical data, chart, etc that is serve to strengthen data as the main purpose.

In qualitative research the important key in analyzing the data are data reduction and interpretation. Data reduction: carving up the mass of unwieldy data into manageable chunks by coding, memoing and summarizing them into simplified patterns and configurations and

interpretation: bringing meaning and insight to the words and acts of participants in your study by generating concepts and theories (or theory-based generalizations) which explain your findings. You then communicate the meaning of your findings to others through your written report.

This research is using triangulation method in order to analyze the data. Triangulation is the combination of several research methods in the study of the same phenomenon. It is a strategy for founding the credibility of qualitative analyses and works as an alternative to traditional criteria for quantitative research, such as reliability and validity.

Data generation procedure is using triangulation for this research will be conducted as the following manner: Firstly, in-depth interview. The researcher chooses in-depth interview because he needs to find the in depth thoughts from the informant about their behavior of online shopping related to this research. Secondly, is doing observation. The observation process is that the researcher uses is the researcher observes the buying pattern from the informant based on the interview result.

4. RESULTS

Based on interviews, we tried to to observe the behavior of the informants in relation of their buying pattern, the item they bought, key dimensions which influence online shopping behaviors and the psychological characters. We separated the answers based on gender, in order to seek any differences or similarities that will come out from each answers. From datas that we have observed, we could conclude into the table below:

Table 1
Observation on Buying Behavior Based by Gender

| Buying factor/Gender | Female | Male |
|--------------------------------------|--|--|
| Introduction to Facebook online shop | - Friend's references - Already know the owner | -Try out - Friend's references |
| Sites | Facebook Kaskus Twitter Webstore | Kaskus Facebook Gaming forum Webstore |
| Item bought | Clothes Fashion accessories Snacks Dietary supplement Gadget/gadget accessories Books Houseware Cosmetics | Gadget/gadget accessories Clothes Fashion accessories Gaming Voucher Snacks Handphone voucher |
| Budget Spent Online | Rp.200.000 – 2 million | Rp. 500.000 – 1,5 million |
| Reasons to buy | - Convenience/Ease of use - Experience Uniqueness | - Product Uniqueness - Customer Service: |

| | | |
|---------------------|--|--|
| | (Fun) - Product Uniqueness - Customer Service: (Flexibility, Special offer, discount, free shipping) - Security | Competitive pricing, Special offer/discount - Convenience - Security, reliability - Experience Uniqueness (Fun) |
| Difficulties | - Problems in shipping - Being deceived by false account | Nothing, only sometimes have to wait for re-stock |
| Recommend to friend | Yes | Yes |
| Special offer | Yes | Yes |

From the table above, we could conclude that there are similarities and differences on online buying behavior between male and female. From 15 respondents, only 4 are male while 11 others are female. At the beginning of data collection process, when we started to post this topic on Facebook wall in order to find informants, some other male respondents stated clearly that they were interested to see items on Facebook online shop, especially gadget and shoes, but since the reliability and security are still big issues for them, they have not make a purchase decision yet.

From the observation, we also found some facts about the characteristic of the online products which consumers often bought. The products usually is not on the high price list, packable, not a daily needs product, not too big in term of size of the product, mostly not an easy broken product such as glass.

Another characteristic of the product they usually they do not buy is daily need product such as FMCG. Most consumers in Y generation which we interviewed do not look for this product online. In term of the size of the product, the product sold online usually is not very big, otherwise this would lead to difficulties in terms of shipping. And on top of female shopper's list are clothes and fashion accessories, while male's interest are gadget and its accessories, as well as clothes.

Preferences of sites to do online shopping are also different between the two genders. While male prefer Kaskus more than Facebook because of the items offered (online games voucher) and more reliability (Kaskus has a rating system for the sellers, such as "cendol" for positive ratings and "bata" for negative ratings), female prefer Facebook more because of its convenience and ease of use.

According to research found in the Journal of Electronic Commerce, if one focuses on the demographic characteristics of the in-home shopper, in general, the higher the level of education, income, and occupation of the head of the household, the more favorable the perception of non-store shopping (Enrique, 2005).

Demographically speaking, most of the online consumers interviewed here are university and high school graduate, with various jobs ranging from freelancer, teacher, secretary, dentist to entrepreneur. Their budget for doing online shopping were also various, ranging

from 200.000 – 2 million rupiahs. They also likely to recommend their experiences on online shopping to friends and relatives. Female shoppers tend to experienced more problems in online shopping, ranging from minor (such as shipping problem) to major (being deceived by false online shop's account). While male states that no serious problem occurred, only very minor, such as items ordered were not in stock yet, so they have to wait for longer time until the items arrived.

From the interview and observation being done, we did some analysis according to theories and concepts used in this research. As serve as the objective of this research is to analyze online consumers' behavior, of how and why they shop online on social networking sites like Facebook.

The identified characteristics are some key characteristic in regard to online consumers, which include: Cultural online characteristic, Social online characteristic, Personal online characteristic, and Psychological online characteristic. Cultural online characteristic identified by Smith and Rupp (2003) in Hasslinger, Hodzic & Opazo (2005) as the difference social class creates a difference in purchasing online behavior. From what we found, some informants who come from upper social class still do some comparison in order to get the best price, and they are still really price sensitive.

From the social characteristic, Social online characteristic refers to social influences on the online consumers, which usually comes from new media reference group. For the online consumer were identified as virtual communities, consisting of discussion of groups on a website. From the research findings, we can say that all of the informants influenced by their social communities at the lowest influence. At least, all the informants were introduced to online shopping world by their friends whether that particular friend is a shop owner or they also shop at the same place. Even more, after the informant had done some online shopping, they still ask for their friends for some references like most informants do in "mutual friend" feature in Facebook.

Personal characteristic concluded that income has a vital role for online purchasing behavior and also identified age factor as a determinant for online purchase intentions. From this research we can say that money or income has the most vital part of all. For the simplest logic, the one with higher income have the budget more than the lower income. Not only from the buying power we could also see that people with higher income buy things differently. People with higher income tend to buy items with higher price such as gadget, shoes, or watches but the one with lower income tend to buy something which are not really expensive such as clothes, handpone casing, accessories, etc.

The last characteristic and consider as the most important parts in affecting consumer behavior is psychological characteristic. Motivation, is the consumers' reasoning for incentives to engage in a particular behavior. From this research, we can see that most informants were using the term "smart shopping" which refers to compare all shops to find the best price offer. From the urgency level, we can say that most of the informants shop when they think they really need that product, but some of them are still shopping just for the fun of it, or entertainment value. This value is called "experiential uniqueness", which refers

to how the Web is unique from other shopping channels, and emphasizes some features only provided by the Internet. Entertainment value is the appreciation for the retail “spectacle” or those who shop for the sake of entertainment. Some of the informants said that they were enjoying looking at the “cute stuffs” on Facebook online shop page, sometimes ended in purchase decision.

The second is perception, means the consumer is interpreting acquired information by closing it. From the findings we can say most of the informants, especially male, trying to convince themselves about the security not only from the site but furthermore “is it secure if we buy in this shop?” or “can I trust the shop owner?” all of that question they answer by asking for references from someone they believe trustworthy.

The third is personality, means the consumer is adapting to influences of his/her cognition. Most of the informants starts their online shopping behavior from Kaskus because Kaskus is the largest community forum in Indonesia and it is more well known if we would like to buy something, but after some certain time period most of the informant choose to change their source of shop. Facebook has become their destination to shop because so many reasons behind it.

Attitude is the fourth dimension of psychological characteristic, means the consumer is working out what his like or dislike is in respect to a particular situation. We can say this category is relating on the doubt in credibility of internet. From the research we can see that most of the informants try to buy something in cheap price such as clothes, accessories, handphone casing, etc for they believe it is some kind of testing because they think it is better to lose money in few than much.

The last is emotion, means the consumer is without conscious effort detecting how they were being affected by their cognitive choice. In this category, we found that informants who experienced problems in online shopping, choose not to buy anymore from the page/site, but they still buy it from another site which they think is more safe.

We could conclude that the key dimension which affect people to do online shopping, in this case is convenient factor, that often refers to the opportunity to shop on a flexible 24/7 schedule from home (Hofacker, 2001) in Shen, et.al (2006). According to the same source, convenience is regarded as one of the most frequently identified antecedents of consumer adoption of online shopping, because it includes the opportunity to search and compare a large number of alternatives at a relatively low search cost (Alba et al., 1997) and eliminates frustrating encounters such as traffic, lack of parking, avoidance of check out lines and travel to and from various stores (Childers, Carr, Peck, & Carson, 2001). However, in this research, female consumers stated that convenience is the highest factor that motivates them to do online shopping, while male consumers regarded that customer service dimension which includes reliability and selection as the most important thing.

5 CONCLUSIONS

After looking at all the findings and analyses, we could come to the conclusion in which:

1. Convenience, customer service (completeness, safety, competitive price), product and experiment uniqueness are some factors that affect consumer's behavior in online shopping.
2. From those factors, convenience and customer service are two main factors that give the most significant effect on the behavior.
3. From this research, the researcher believes that there is a big chance for company or entrepreneur who like to starts business online by knowing some facts:
 - a. Better understanding of their online consumer behavior will help entrepreneur or company to market online.
 - b. There are some differences between offline and online consumer. The most significant difference between online and offline consumer is their psychology characteristics, how they think and act tends not to be the same.
 - c. Improve the customer service dimensions. For example, more focus on the selection and uniqueness of the product type not only product line. Like, it is better for shop owners to sell only shoes but we have many type of shoes, rather than we sell shoes and sandals for both man and women but with only one or two varieties.
Make the price reasonable for the item and give special offer like personalized item or custom made that could contributes to purchase and re-purchase intentions of the customers

Further research:

1. The fact that social media is not only facebook, the researcher hope there will be a further research on all social media.
2. Besides for business purpose social media has many potential that can be made use of, the researcher hope there will be a further research on that potential, such as political campaign, advertisement, etc.
3. This research is giving more stress on psychological aspect of a customer. The researcher hopes there is further research on the other aspects that drives consumer's behavior, such as cultural or social aspects

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