

SHOPPING ON SOCIAL NETWORKING SITES: A STUDY ON FACEBOOK CONSUMERS' PSYCHOLOGICAL CHARACTERISTICS

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Abstrak

Saat ini, penggunaan media sosial seperti Facebook dan Twitter menunjukkan peningkatan pesat. Di Indonesia, Facebook menjadi salah satu media sosial dengan posisi keempat sebagai negara dengan pengguna terbanyak di dunia. Pada perkembangannya, media sosial membuka prospek pasar bagi para pemasar di dunia maya atau wirausaha digital. Karena itu, dibutuhkan pemahaman mendalam mengenai karakteristik pembeli online, bagaimana konsumen menginterpretasikan dan menerima stimuli berupa pesan dan informasi, yang di tahap selanjutnya dapat mempengaruhi keputusan pembelian. Penelitian ini bertujuan untuk memaparkan faktor-faktor yang dapat mempengaruhi kelompok konsumen usia muda dalam berbelanja di Facebook. Faktor karakteristik konsumen online yang diteliti difokuskan pada faktor psikologis. Sebanyak 15 konsumen pembelanja online dalam kelompok generasi Y (usia 20-30 tahun) diwawancara dan diobservasi. Hasilnya, terdapat perbedaan antara kelompok pria dan wanita, di mana pria berbelanja karena faktor keunikan produk serta layanan (reliabilitas dan keamanan berbelanja). Sementara bagi wanita, faktor kenyamanan merupakan hal yang utama.

Kata Kunci: media sosial, facebook, online shopping, perilaku konsumen.

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 fourth place in user number in 2012, comparing to other countries. As a result, 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/information), 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 product uniqueness and customer service factor, such as reliability and security.

Keywords: social media, facebook, online shopping, consumer behavior.

Introduction

With the existence of web 2.0, online user behavior becomes more complex. The development of online social media, like forum, micro blogging and social networking sites that very much appreciate liberty of speaking, required more insight to consumers' behavior. And marketing consultant has to be more careful in doing communication approach to their consumers. Understanding online user behavior and how they interact is something they have to do before they decide how they want to communicate.

Based on research by IBM ASEAN, respondents who are from the Y generation (20-30 years old) are very much willing to use various of technology and alternative channels (Djawahir, 2011). 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, which 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. These kind of customers clearly defined their expectation to the retailer about current condition and in the future (Djawahir, 2011).

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 beginning to develop in eastern country, especially in Asian region. Moreover, with the forthcoming of mobile internet era also give possibilities to the user for accessing the social media, anytime and anywhere.

According to Lauren Boyer, CEO of Underscore Marketing, consumers spend less time actually going to stores, many are seeking out virtual interactions as a replacement for the face-to-face contact they crave. Through brand sites that create a community of users, or websites that actually bring shoppers together, consumers are finding a way to create their very own store-like experiences (Boyer, 2010). With social networking sites like Facebook, consumers not only could make an online purchasing, but they could also giving comments, message, testimonials and pictures, as well connect directly with the shop's owner and share their buying stuffs with friends.

As a result, there are now many digitalpreneurs set up their business through social media. The term "digitalpreneur" is given to someone who builds his/her own business with internet as its main base. The development of telecommunication infrastructure and the increasing numbers of internet users in Indonesia, have speed up the growing of digitalpreneurs or "ICT-pruners". In an article from SWA magazine, it is stated that the success of social networking sites like Facebook, has inspired, and led to the birth of new generation of digitalpreneur. In an interview with the magazine, Richardus Eko Indrajit, the chairman of APTIKOM (*Asosiasi Perguruan Tinggi Informatika dan Komputer*) said that the ICT-preneur phenomena increased because of some factors, such as: (1) they only required small capital to start the business; (2) the risk of doing this kind of business is relatively low; and (3) the business could in-line with personal interest or hobbies (BS, 2010).

Kaskus is one of the examples of how people can build their 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 was started from its owner passion of information technology back in the year of 1999. According to Andrew Darwis, founder of Kaskus, now this online site/ community forum already reached 3 million

members and generate profit one trillion rupiah per month (BBC Indonesia, 2011). In 8 years, this online site developed from news portal to community forum, and at the end, gain reputation as the biggest online transaction forum in Indonesia.

In Indonesia, the growth of e-commerce and social commerce still continues. Data from International Data Corporation (IDC) stated that online transactions in Indonesia rose to (Rp 35 trillion (US\$3.85 billion) in 2009, and are expected to have increased further in 2010 as the number of Internet users grew from 30 million people to 45 million (Krismantari, 2011). Although, according to AC Nielsen research, compared to other countries in Asia Pacific

region, such as China and Korea (which were considered as the most prolific online shoppers in this region) most Indonesian residents only allocated 5-10% percentage of their total monthly spending to online shopping spending, while China and Korea residents could allocated higher, around 6-25% of their total monthly spending (Nielsen, 2010).

These increasing on online shopping transactions were followed by the growing of online shopping platforms, ranging from websites, community forum such as Kaskus, and social commerce site. Penn-Olson.com, a blog site on news technology in Asia, made a list on popular online shopping platforms in Indonesia, as listed on table below:

Table 1. Popular Online Shopping Platforms in Indonesia

Online Shopping Platform	Worldwide Rank (based on Alexa)	Indonesia's Rank (based on Alexa)
Rakuten Belanja Online	503	-
Multiply	380	20
Kaskus	238	7
Tokobagus	1662	20
Kutukutubuku	50671	28000
Disdus	22859	211
Dealkeren	18198	219
Tokopedia	17420	244

(Source: Adityarani, 2011).

Based on rank by Alexa, a global provider on web metrics, we could see that Kaskus, Multiply and Tokobagus have the highest rank on visitors in Indonesia, compared to the others. Among those three names, Multiply is the only social commerce site, which originally formed as social networking site. Nowadays, more and more online businesses are popping up as they are cheaper to establish and easier to manage compared to conventional businesses. For

example, setting up an online business only requires a startup capital of Rp 2 million. If the business is well run, its owner can make a turnover of more than Rp 10 million a month (Krismantari, 2011).

Although there are still some considerations in making online purchase because of the lack of a trusted and secure online system payment, and also shipping issues in Indonesia (which consist of multitude islands) the potential

market for online shopping in Indonesia is still huge. Earlier on 2011, social networking Web site Multiply announced a new social commerce strategy for Indonesia, and also Rakuten, a Japanese online shopping giant, recently set-up Rakuten Indonesia, an "online mall" created in cooperation with Indonesia's Global Mediacom (Siregar, 2011).

And as the number of Facebook user in Indonesia keep increasing from time to time, from Socialbakers.com (November, 2011) we can see Indonesian Facebook users has reach more than 40.000.000 users (which is in second place after United States) many people now turns to Facebook for doing online business, and to reach potential customers. According to thejakartaglobe.com, many local shoppers now already buy goods they find online, via informal transactions negotiated through social media sites or bulletin boards such as Kaskus, and then completed offline, either in person or through a bank transfer. And as a result, many small and medium-sized businesses, without the funds needed to build a good e-commerce Web site, market their products by putting photos on social networking sites. These merchants use personal accounts to promote and sell (Siregar, 2011).

This particular phenomenon on Facebook replicates what happened to Multiply five years ago. At that time, Facebook was almost unknown in Indonesia, and Internet users who wanted to shop online often did so by browsing businesses' Multiply photo albums. Some shops still maintain their Multiply pages but most have moved to Facebook (Siregar, 2011).

Some of the factors that motivate people to do online shopping are convenience, entertainment value and trust. An interview by done The Jakarta Post to some online shoppers found out that consumers prefer to buy goods from the internet if they do not have enough time to go directly to offline stores. Other female shopper admitted that she could not resist the temptation to buy when looking at pictures, and male shopper tends to value and trust online shopping when it comes to buying

electronic or computer-related stuffs (Krisnantari, 2011). Furthermore, on the trust factor, a survey from AC Nielsen in 2008 found that most Indonesians relied upon recommendations from relatives and friends in order to avoid dodgy online shops (Siregar, 2011).

Based on the fact above, this research sets out to analyze online consumers' behavior, of how and why they shop online on social networking sites like Facebook. Based on psychological online characteristic defined by Smith and Rupp (2003), there are psychological characteristics of consumer behavior, which act as questions the online consumer would ask himself before making a purchase. For this research, we interviewed 15 informants from Y generations (20-30 years old), who shops regularly on Facebook online shop. Our goal is to interpret factors which affect young people's online shopping in Facebook shop, based on categories in psychological online characteristic, such as motivation, perception, personality, attitude and emotions.

Literature Review

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.

As a result, according to Market Watch 2008, now more and more retailers use social media to target teens and young adults (Cha, 2009). Horovitz (2006) quoted a survey by the American Marketing Association, that 47% of

American consumers said they would visit social networking sites to search for and discuss holiday gift ideas, and 29% said they would buy products there (Cha, 2009).

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.

Online shopping services considered attractive for social networking sites because of their user's demographics. While audiences of traditional media spread across all age group, audiences of social networks are highly concentrated on teenagers and people in their 20s and 30s (Cha, 2009). According to previous study by Akhter (2003) and He and Mykytyn (2007), teen to adult users in their 30s are particularly attractive targets for sellers of goods and services; they also are more likely to purchase products or services online than the older consumers (Cha, 2009).

Previous researches by Babin and Darden (1995) suggest that there are two different sets of values in which consumers would rely to make their shopping decisions: hedonic and utilitarian (Cha, 2009). Hedonic value refers to consummatory affective (hedonic) gratification from sensory attributes, which reflects the value received from the multisensory, fantasy-related and emotive feeling a consumer receives from a particular product. While utilitarian shopping values focus on the instrumental reasons, which reflects a more task-oriented, cognitive, unemotional outcome, so therefore is more associated with cognitive aspects of attitudes,

such as economic benefit, convenience and time savings (Cha, 2009).

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 & Huang, 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?”

Method

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. 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.

Findings and Discussion

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 2. Observation on Buying Behavior Based by Gender

Buying factor/Gender	Female	Male
Introduction to Facebook online shop Sites	<ul style="list-style-type: none"> – Friend’s references – Already know the owner – Facebook – Kaskus – Twitter – Webstore – Rakuten 	<ul style="list-style-type: none"> – Try out – Friend’s references – Kaskus – Facebook – Gaming forum – Webstore
Item bought	<ul style="list-style-type: none"> – Clothes – Fashion accessories – Snacks – Dietary supplement – Gadget and its accessories – Books – Houseware – Cosmetics 	<ul style="list-style-type: none"> – Gadget and its 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	<ul style="list-style-type: none"> – Convenience/Ease of use – Experience Uniqueness (Fun) – Product Uniqueness – Customer Service: (Flexibility, Special offer, discount, free shipping) – Security 	<ul style="list-style-type: none"> – Product Uniqueness – Customer Service: Competitive pricing, Special offer/discount – Convenience – Security, reliability – Experience Uniqueness (Fun)
Difficulties	<ul style="list-style-type: none"> – Problems in shipping – Being deceived by false account 	<ul style="list-style-type: none"> – Nothing, only sometimes have to wait for re-stock
Recommend to friend	Yes	Yes
Special offer	Yes	Yes

(Source: Primary data, 2011).

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. This condition is quite different compared to major findings from online shopping research in the United States, where male consumers make more online purchases and spend more money online than females (Zhou, Dai & Zhang, 2007). But further data from our interviews with male respondents answered that they often shop on Kaskus than Facebook because of variety and availability of products (electronic and gadgets) they needed. While female respondents said they prefer to shop on Facebook.

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 products such as FMCG (Fast Moving Consumer Goods). 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 interests are gadget and its accessories, as well as clothes. A research done by Girard, Korgaonka and Silverblatt (2003) found that online shopping preferences depend on product types (Cha, 2009). Men are more likely to shop online for books, computers and other "utilitarian experience" goods such as gadgets

(cellular phone, etc), while women instead shop online for "hedonic experience" goods, such as clothing and perfume. These findings are similar with our findings, that women's favorite items to buy on Facebook are clothes and fashion accessories, whereas men prefer to buy gadgets and its accessories.

Other difference on product type preferences is also seen between male and female on this research. While online shopping sites mostly sell "real goods", social networks could also sell "virtual items". Real items refer to goods that can be used offline, such as books, clothes, gadgets and so on, whereas virtual items are products that constrained to a particular web space, such as avatars, gaming voucher and virtual gift items (Cha, 2009). From our observations, we could see that male purchased virtual items, but female tend to buy real items.

Preferences of sites to do online shopping are also different between the two genders. As mentioned earlier that 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), whereas 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 (Bigne, 2005). While a literature survey done by Zhou, Dai and Zhang (2007) concluded from previous findings stated that education level produces mixed effects, ranging from no effect to a positive effect on online shopping.

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. Respondents for this research were likely from the same social class, A-B. We chose this particular social class considering most popular items purchased online, including books CDs, airline tickets, gadgets, are all "normal goods", those for which demand increases as income increases (Zhou, Dai & Zhang, 2007).

From what we found, some informants who come from upper social class (A class) still do some comparison in order to get the best price, and they are still really price sensitive, which makes them fit into "economic shoppers" category. This evidence is similar to empirical findings from previous studies compiled by Zhou, Dai & Zhang (2007) that recreational and economic shoppers were found to be dominant in some researches. Recreational shoppers enjoy the act of shopping regardless of whether

a purchase is made or not, mostly out of personal motivation (for example, self-satisfaction). On the other side, economic shoppers are price-oriented consumers who are concerned with buying products at the lowest price or getting the best value for the money they pay.

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.

Referent influence (Foucault and Scheufele 2002; Limayem et al. 2000, in Zhou, Dai & Zhang, 2007) plays an important antecedence of online shopping intention. From previous study by Garbarino and Strabilevitz (2004) stated that females are more influenced by recommendations than males (Zhou, Dai & Zhang, 2007). This is the same with our findings, that most of female shoppers admitted their first introduction to online shopping on Facebook were driven by friends' recommendations, while male shoppers were more likely to try out.

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, hand phone 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. According to Reibstein (2002), online shoppers tend to seek utilitarian values than hedonic values, because the lack of multisensory attributes (Cha, 2009). The primary utilitarian values that online shoppers seek include the convenience of locating and comparing merchants and evaluating price or equality ratios.

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 looked at the "cute stuffs" on Facebook online shop page, sometimes ended in purchase decision.

A study by Huang (2003) identified three dimensions of emotions that could affect individual's decision to approach or avoid an environment, which are (1) arousal, (2) pleasure, and (3) dominance. Moreover, online shoppers which are in 'experiential' category, are found to enjoy the surprise and excitement of the shopping experience. From our interviews with the respondents, some female shoppers admitted that sometimes they doing online shopping because of this experiential uniqueness value. A female respondents stated that, besides buying items that only available

in online shops, she would also make online purchasing on Facebook if "I found something cute, I will also buy those items, like hand phone accessories or clothes for couple."

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.

Security is one of the indicators in the customer service dimension (Shen, Kelley, Richards & Bridges, 2006), alongside with fulfillment and reliability. Wolfenbarger and Gilly (2003) defines fulfillment and reliability as (1) "the accurate display and description of a product so that what customers receive is what they thought they ordered" and (2) "delivery of the right product within the time frame promised". Whereas security and privacy were defined as "security of credit card payments and privacy of shared information" (Shen, Kelley, Richards & Bridges, 2006). From the same source, Zeithaml, Parasuraman and Malhotra (2002) refer security as "protecting users from the risk of fraud or financial loss from their use of credit cards during the transaction". In online shopping cases in Indonesia, the second term is more suitable, because our online shopping payment system is more conventional. Most online shop in Indonesia still in fact, implement offline transactions through a bank transfer or COD (Cash on Delivery). According to thejakartaglobe.com, Indonesians prefer cash transactions over credit cards (Siregar, 2011). From interviews with our respondents, they agree that security means "guarantee from the risk of fraud or false online shop", so they depend much on friends' or relatives' recommendations.

The third is personality, means the consumer is adapting to influences of his/her cognition. Most of the informants started their

online shopping behavior from Kaskus because Kaskus is the largest community forum in Indonesia. Kaskus also more well known and reputable if we want to do online purchasing. But after some certain time period, most of the informants choose to change their source of shop. Facebook has become their destination to shop because so many reasons behind it, such as convenience, visual appeal, completeness and experiential uniqueness. For female respondents, they admitted that many online shops on Facebook provide various selections on Korean fashion, imported clothes from China, and fashion accessories, while Kaskus provide more electronic products. While for male respondents, besides gadget accessories like cellular phone casing, they also look for fashion accessories like watch and wallet on Facebook online shop.

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, hand phone casing, etc. for they believe it is some kind of testing because they think it is better to lose money in few than much. If the online shops proved to be trustworthy and reliable, then they are willing to come back and become loyal customers. Some shoppers that we interviewed also stated that being a loyal customers, they could get privilege given by the owners to make personalized order. Previous literature studies by Zhou, Dai & Zhang (2007) found out that the more experienced consumers are with online shopping and the more satisfied they are with past online transaction experiences, the higher their purchases amounts and the more likely they are to be repeated purchasers. The extended Technology Acceptance Model (TAM) also suggests that increased user experience has positive effect on users' attitudes toward technology and the mastering of that technology (Venkatesh and Morris, 2000 in Zhou, Dai & Zhang, 2007).

The last is emotion, means the consumer is without conscious effort detecting how they were being affected by their cognitive choice. Based on studies conducted in US and Europe, positive emotions tend to have positive influence on online shopping intention (Zhou, Dai & Zhang, 2007). In this category, we found that informants who experienced problems in online shopping, choose not to buy anymore from the page/site, but they are still likely willing to buy from another site which they think is more safe. Minor problems such as items did not arrived on time and disappointment on products' quality will lead to customers' dissatisfaction and made them to stop buying on those certain online shops, but they still consider buying on other pages. While major problems, such as being cheated by false online shop page rarely experienced by our respondents. From 15 respondents, only one who admitted being cheated by false online shop page, but it does not stop her either to consider doing online shopping in the future. Based on previous studies on online shopping behavior, it is found that continuous exposure tends to increase people's liking for given stimuli (Cha, 2009). As a result of increasing internet use and doing online purchasing, the more favorably people will feel toward the medium.

Finally, 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 checkout 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. More specifically,

they feel that shopping on social networking sites is (1) time-convenience; means they could shop anytime they want, (2) place-convenience; they could purchase items without leaving their locations, (3) access-convenience; they could access information not just only from computers but also from mobile phones (for instance, some shop owners made further connection with the customers via BBM/ BlackBerry Messenger Service) and (4) search-convenience; being able to check prices and promotions. In the second place is the product and experience uniqueness aspect, where female shoppers often look for uniqueness and personalization in products while at the same time feel the immediate pleasure of the online shopping environment. On the other hand, male shoppers regarded that product uniqueness is the main dimension, and also customer service dimension which includes (1) selection of the products offered; (2) the accurate description of the products being displayed; and (3) delivery of the right product within the time frame promised.

Conclusion

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

1. The main important factors that motivate shoppers are convenience, customer service (completeness, safety, competitive price), product uniqueness and experient uniqueness. From those factors, convenience and product uniqueness are two main factors that give the most significant effect on the behavior.
2. Consumers' perceptions on doing online shopping on Facebook are mainly based by friends' references and recommendations.
3. In personality aspect, consumers shop in certain online shop sites/pages to suit their needs. For example, they prefer to shop on Facebook for clothes and accessories, but when it comes to finding electronic items or gadgets, they will look for the products in Kaskus.
4. From the attitude side, consumers will try to do buying-testing first, and they mostly look for product uniqueness; items which are difficult to buy offline, such as personalized accessories or imported clothing.
5. Last, on emotional dimension, consumers mostly had positive experiences on online shopping on Facebook, and these will affect their intentions to do more online shopping in the future.

From this research, we found out that besides psychological characteristic on online consumer behavior, social characteristic also has significant role, where reference group considered being an important factor that affects shoppers' attitudes. As a result, for academics recommendation, there is a need to do further research on why and how reference group could affect online shopping behavior.

As for practical recommendation, we believe 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, and 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.
- b. Improve the product uniqueness and customer service dimensions, by more focusing on the selection and uniqueness of the product type, not only the 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. Second, 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.

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