

Changing Buying Behavior Trends in Southeast Asia: A Caselet of Indonesian Consumers

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Abstract

The purpose of research paper is to understand the pattern of consumer behavior in the Southeast Asian economies, especially in Indonesia and relating it to the native lifestyles and culture of Indonesia. The research further tries to identify the factors affecting consumer purchase decision of people in Bali, Indonesia. This paper in specific tries to find out how do consumers in Indonesia make shopping decisions and how the marketer's impact purchasing decisions of these consumers. For the purpose of this study qualitative data analysis has been applied with an exhaustive literature survey of research reports, articles and websites on the said topic. In addition to information from the secondary sources, the author has also conducted fifty unstructured interviews to understand the purchase criteria of Indonesian consumers during his visit to Bali, Indonesia. Indonesian consumers are Ethnocentric-loyal to country's brands and prefer cheaper local brands as compared to original brands. They are risk averse and tend to live within their means and avoid borrowing. They are worried about their financial prospects and are cautious with their spending. This makes them late adopters of new products and technology. They are on the lookout for saving opportunities and prefer to buy from those retailers who give them discounts, coupons or lower price of their favourite brands. They shop across variety of channels and retail formats in order to get the best deal. They used to go online preferably for social networking to actively engage on sites like Facebook and twitter but only 11 percent of Indonesians shop online because they don't trust online shopping yet and worry about payment safety, lack of sales support and unreliable quality.

Key Words: Southeast Asian Consumers, Shopping Decisions, Indonesian Consumers, Purchase Criteria. Consuming Class.

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