

SEGMENTING INDONESIAN ONLINE CUSTOMER

Reny Yuliati

ABSTRACT

In marketing, internet has developed into a new distribution channel. Moreover, online transactions are growing hugely in recent years. It has created phenomena of online stores, spreading in Indonesia. Competition among online stores become fierce, and marketers should know how consumer behavior in internet environment. The purpose of this research is to explore the characteristics of each different online consumer and the online store attributes that consumer chose as the important factors in the online store. Based on 203 participants, our findings indicate five segments of the online consumer. Those are online shopping lovers (a group that addicted to buy through the internet), online window shoppers (a group that like to know all the detail information, before they choose to buy), negative judgmental online users (a group who can use internet but do not like online shopping), on off shoppers (a group or segment of people who trust the online store, but prefer to buy directly through offline store) and traditional shoppers (a group of people who don't like online shopping). In addition, there is also similarity in those five segments. Online customers believe that online store attributes, like security and service are important when they want to buy online.

Keywords: segmentation, consumer behavior, online consumer, online shopping

Interact:

Vol.5, No.2, Hal 28 – 47.
November 2016
Prodi Ilmu Komunikasi,
Unika Atma Jaya

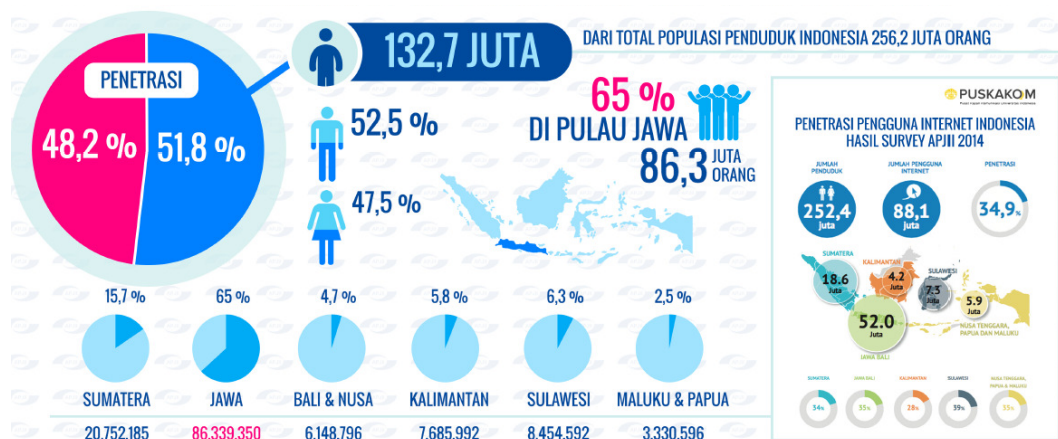
Reny Yuliati recently graduated from the Doctoral Program at the Department of Communication, University of Indonesia. She is now a part-time lecturer. This paper was presented at the 2nd International Conference on Corporate and Marketing Communication (ICCOMAC) 2015, held by the School of Communication, Atma Jaya Catholic University of Indonesia.

Note from the editor: some data in this research has been updated to reflect changes of internet access.

I. INTRODUCTION

The growth of internet in Indonesia continues to increase rapidly. Based on data from 'Asosiasi Penyelenggara Jasa Internet Indonesia' (APJII) internet users in Indonesia in 2011 reached 55 million people, which is ranked fourth in the world for Indonesia after China, India and Japan. In 2016, the penetration has reached more than double to 132.7 million.

Figure 1 Internet Penetration in Indonesia
(Source: APJII, November 2016)



With the growing number of Internet users in Indonesia, this is a great opportunity for e-commerce businesses. Inevitably if online shopping services also grew rapidly following the high interest in online shopping. Based on data research from institute International Data Corporation (IDC), the trade value via Internet in Indonesia during the year 2009 reached US \$ 3.4 billion, or about 30 trillion Rupiah (Noor, 2010).

For consumers, they could get a lot of benefit from the presence of internet shopping. According Karyani as quoted by Sutejo (2006) revealed that through the Internet, consumers can more quickly find what they need, the products more suitable with the buyer desired (customize), and consumer able to testing the product faster. As for marketers, by optimizing the utilization of information technology, conventional market which initially only be run by elites who have the capital, nowadays, could be run by anyone who have access to the information technology (Anderson, 2011). This has led to the rampant phenomenon of online stores that increasingly widespread in Indonesia. By opening an online store, it is not required a place physically so the operational costs can be minimized. According to Marketing Magazine, if we googling the keyword 'online shop', there are 44 million names online store with a wide range of product categories. This indicates that the fierce competition with the number of players in the online market is very high. This is in accordance with what is stated by Barnes (2007) that the marketers' obstacle to enter the world of information technology such as the internet is very low, so the competition is getting tough and marketers should attempt as attractive as possible to get the consumer. According to Barnes (2007), marketers

today are required to be able to better understand the Internet users and people who love to shop via the internet.

Though an online store could eliminate the problem of cost, space, and time compared to physical stores, segmentation is still relevant in the online market. If viewed from the perspective of information technology, the Internet has a limited resource that is limited bandwidth and server capacity (Savitri et al, 2000). Bandwidth or internet medium frequency coverage and the server limited capacity, will affect the speed of access and online store display (images, information, designs, and so on). With segmentation, an online store can be more effective and efficient if they work on a particular segment of the online store site that fits the needs and desires of its segment of interest.

Meanwhile, if viewed in terms of online marketing strategies, segmentation is used to compare between groups from one another. According to Chang within Brengman et al (2005) to identify its own consumer segment has been underlined as essential and required in the study of e-commerce in this century. Especially marked that online consumer behavior is not composed of a homogeneous group but a heterogeneous (Smith and Swinyard, 2003; Brengman et al, 2005; Ye et al, 2001) which each have the different expectations (Allen et al, 2001: 116; Vrechopoulos et al, 2001). By segmenting the online marketplace, online stores can better understand what is required for each consumer segment, as more concerned with timely delivery, reasonable prices, or an attractive website design or other online stores attributes.

Some previous research studies, have tried to segment the online consumers. Although in the same environment, which is the online environment, but previous studies conduct online consumer segmentation based on the different of characteristics. Several previous studies segmenting online consumers based on the demographic characteristics, behavioral, perceptions and preferences, as well as the characteristics of the evaluation of a virtual store (Vrechopoulos, 2001), based on patterns, motivation and about the online shopping (You et al, 2003; Rohm and Swaminathan, 2004), based on lifestyle (Smith and Swinyard, 2003; Brengman et al, 2005; Ye et al, 2011), based on motivation and e-store attributes (Ganesh et al, 2010), based on psychographic and buying behavior (Barnes et al, 2007) and based on its use (Aljukhadar and Senecal, 2011). Another example is based on social groups, such the study of mommy bloggers (Stansberry, 2011) provided a better understanding the complex and ever-shifting nature of online publics. The mommy blogger network is both densely interconnected and highly diverse.

In contrast to the previous studies, online consumer segmentation in this study was based on the statement of Engel et al (1990: 581) that the process of choosing a store is a combined function of individual characteristics and situational buyers and the marketing strategy of retail sellers or store. Still according to Engel et al (1990: 583) that the buyer of a shop can be described in terms of customer profile (its demographics and psychographics) and the image of the store in which there are shop attributes with the various range.

Image of the store and their attributes closely associated with consumer behavior in choosing the store where it will make the process of the buying decision. Consumers may be more considered the store image when they are doing an online shopping than when they shop directly on the traditional stores (Biswas & Biswas in Chang and Tseng, 2011). Online consumers cannot rely on the five senses to buy, instead they have to rely on the representation such as a picture or photo and description of the text. So the online store attributes adapt to these limitations, which in turn is different from a physical store attributes. Physical store attributes such as store location, size of area for parking and the cleanliness of the store could not be applied to the online store. The online store has a unique attribute that is different from the physical store (Chang and Tseng, 2011). Some online stores attributes include website design, the price offered, store security, the ease of transactions and delivery service.

The main contribution of this research emphasis on online consumer segmentation based on demographic, psychographic and the preferences of the online store attributes that are considered important by each segment. By understanding segmentation based on these characteristics, this research tries to generate suggestions for online stores retailers in the form of strategy and marketing tactics that fit the needs and desires of each segment which have different consumers.

II. LITERATURE REVIEW

Market Segmentation

Market segmentation has a long history. This concept was introduced in 1956 by Smith, which directly defines segmentation as "reviewing a heterogeneous market (characterized by the different demands) into a number of smaller markets homogeneous" (Dolnicar and Lazarevski, 2009). More than 50 years since the beginning, segmentation is used widely to various business sectors to manage the different needs of consumers (Dibb and Simkin, 2009). On the development, the definition of segmentation is made more specific, as stated by Weinstein (2004) that segmentation is the process of separating the market into groups "potential customers" who have the same needs and characteristics that show the similar buying behavior.

Segmentation has several objectives, namely to analyze the market, allowing it to be able to find a niche market, and establish a superior position in a competitive environment (Weinstein, 2004). This can be achieved by selecting one or more groups of users as a target for marketing activities and build a unique marketing program to reach its market segment.

Kotler (1997: 256) divides the two groups of variables used to segmenting the consumer market. The first, forming a segment from the consumer characteristics. Such characteristics can be based on the characteristics of geography, demographic, psychographic, and so on. Marketers can try to segment based on one variable or a combination of such characteristics. Then studying the consumer segment which showed a response of products

and different needs. Second, to form segments by looking at the response of consumers to the benefits, the reason use, or to the brand (Kotler, 2011: 191).

Characteristics of Online Consumers

The consumers' characteristics in particular need to be identified, especially for online consumers. Identifying the characteristics of online consumers is useful to better understanding an online buying behavior. Here are the characteristics of online consumers in terms from the various aspects:

The Culture Characteristics of Online Consumers

Based on online consumers' social class, Smith and Rupp (2003) identified that people who are in high social class will buy more goods/services by online than people who are in the lower social class. People in high social class most have a computer with internet access, and they also have the money to make an online purchase. Meanwhile, people in low social class don't do a lot of online purchase due to the access problems and financial. Zhou et al (2007) were added from the conclusion of studies related to consumer online culture that consumers from the individualistic culture prefer to use the Internet for e-commerce rather than consumers who derived from the collective culture, and society masculine dominant in terms of shopping and more involved in online shopping.

The Social Characteristics of Online Consumers

Limayem et al (2000) shows the impact from the social influence on online buying decisions. They found that the norm (perceived norms) have an important role in making online buying decisions, especially the influence of the family. Although it didn't found that the influence of friends as a significant factor, they found that a supportive environment, such as a friend who shopping online, it also increases the online buying decisions. It is also revealed by Foucault and Scheufele research (2002) who found that talking with friends about the online shop will affect the online shopping plans for the future.

In contrast to the previous findings, Huang and Christopher (2003) confirms that unlike in the traditional shop where the consumers reference obtained from family, friends, groups and word of mouth, consumers reference who shop online actually derived from the information technology, such as the product link to the website, search engines, telephone number and e-mail vendor, product reviews by other consumers, and group discussions. The differences in the results of previous studies, becomes attractive because of these studies reflected that online consumers do not have a homogenous behavior.

The Personal Characteristics of Online Consumers

Besides social characteristics, Monsuwe et al (2004) identified that understanding the personal characteristics of online consumers are also important. In his research Monsuwe et al (2004) found that consumers with higher incomes tend to shop online than consumers with

lower incomes. It is also stated by Roger (in Spake et al, 2011) that early adopters have Socioeconomic status (SES) higher than later adopters.

In terms of relation to gender, Vrechopoulos et al (2001) in his study found that shoppers via the Internet are dominated by men. While research Jen-Hung and Yi-chun (2010) concerning the motivation to shop online and their relation to gender, adding that when internet shopping, men are more motivated by the ease (convenience), lack of sociality, and cost savings, while women are more motivated by emotional factors such as the interaction and availability of information. In terms of age, the research by Kau et al (2003) concluded that the Internet users were younger than non-Internet users.

But interestingly, the research of Hernandez et al (2011) concluded that the age, gender and income is not a moderate variable to influence the online shopping which has been done and couldn't influence their perception on looking at e-commerce, so they suggest that the Internet has become a marketplace that is appropriate for all ages, and it's not limited to income and gender. This is in line with research by Sorce et al (2005) with said that although aged people who looking for products less than those who are younger, but the aged people also buy as much as those who are younger when shopping online.

Store Attributes

The process of choosing the store is a function of a combination from the consumer characteristics and the characteristics of the store. Each consumer segment is defined from the consumer profile that has an image of shops that diverse (Engel et al, 1990: 586). Therefore, the decision to choose of stores is different in each market segment.

Attributes that influence consumers to select and choose a particular store is referred to as a store attribute (Pessemier in Moye, 1998). If a store is accepted and considered differently, then selected as store attribute that are considered important, then that attribute is regarded as a determinant attribute. The determination of store attributes is usually composed from elements such as (Engel et al, 1990: 586) location, quality and diversity of products, pricing, advertising and sales promotion, personal selling, services provided, customer stores, atmospheric stores, service and satisfaction after transactions.

The research has focused on the attributes of store image which are varied. Hirschman et al in Saraswat and Mammen (2010), states there are ten attributes of a physical store that representative and in accordance with the store image. The ten attributes, namely service cashier, store locations, the price of the goods sold, payment policies, the layout and the store atmosphere, the quality of the goods sold, the diversity of the goods sold, the arrangement of the goods sold, administration and policy of guarantees and exchange as well as savings in shopping. Meanwhile, the research by Erdem et al (1999) using factor analysis found that from 12 items which store attributes used, there are only three-dimensional physical store attributes, namely the status, the goods sold (merchandise) and price. Research by Mortimer and Clarke (2011) adds that there are other store attributes, in addition to such studies above such as the ease of parking and the cleanliness of the store.

Online Store Attributes

Some studies suggest that some of the attributes of a physical store cannot be applied to the online store attributes (Chang and Tseng, 2011). For example, attributes such as parking lots and store cleanliness cannot be applied in the online store. The online store has a unique attribute that is different from the physical store (Chang and Tseng, 2011). Ming-Hsiung Hsiao (2009) mentions that there are three tangible elements that make people choose to shop online or shop through a physical store. The following are the summary table of the three elements and comparison of shopping online and shop in physical stores.

Table 4. Attributes of Shopping Mode

Attributes	Characteristics	
	Store Shopping	Online Shopping
Information Gathering/shopping	<ul style="list-style-type: none"> • Travel cost • Travel time ○ More shopping fun ○ Less information uncertainty 	<ul style="list-style-type: none"> • No travel cost • No travel time ○ Less shopping fun ○ More information uncertainty
Purchase/transaction	<ul style="list-style-type: none"> ▪ Higher purchase price ○ Less distrust feelings caused by transaction 	<ul style="list-style-type: none"> ▪ Lower purchase price ○ More distrust feelings caused by transaction
Delivery	<ul style="list-style-type: none"> ▪ No waiting time for delivery ○ Less inconvenience caused by delivery 	<ul style="list-style-type: none"> ▪ Waiting time for delivery ○ More inconvenience caused by delivery

▪ : economic function; ○: psychological function

Source Hsiao (2009)

Studies of the store attributes in the online environment have been done before and some generate several online store attributes. One of them, Ranganathan and Ganapathy (2002) conducted a study that aims to determine the critical dimensions in the website Business to Consumer (B2C). By using exploratory factor analysis, research produced four important dimensions in the B2C website, namely information, design, security and privacy.

Ahn et al (2004) stated that the quality of information is a major concern in the use of internet shopping, quality system must be improved if consumers find it difficult to order and to deal through the website. But if many consumers who do not visit (browse) the website again, or move to a competitor's website, then marketers must monitor the quality of products and customer service.

Different with Koo (2006) who uses the seven attributes of the online store to find out if personal values and attributes of the store establish loyalty in the online store. The seven attributes of the online store are design, visual appeal, hyperlinks, diversity of the goods sold, information, security, and service after the sale. Results from the study concluded that the

diversity of the goods sold is the online store attributes that make consumers become loyal than other attributes online store.

A recent study related to online store attributes, performed by Ganesh et al (2010) who applied segmentation based on the internet shopper motivations and e-store or online store attributes. Motivation and online stores attribute obtained from the depth interview, which then done with factor analysis. There are seven dimensions of motivation including the role enactment, online bidding, web shopping convenience, avant-gardism, affiliation, stimulation, and personalized services, while the attributes of online stores there are six dimensions, namely e-store essentials, offline presence, price orientation, website attractiveness, merchandise variety and web security / certification. From the results of this study produces seven segments of the online shopper based on motivation, which is interactive, destination, apathetic, e-window shopper, basic, bargain, seekers, and shopping enthusiast. While the online shopper segments based on online stores attribute produces six different segments, namely destination, apathetic, basic, bargain seekers, shopping enthusiast and risk averse. This study suggests that there are similarities and differences of online shoppers and traditional shoppers.

Table 5. Online Store Attributes

Source	Online Store Attributes
Ranganathan dan Ganaphaty (2002)	<ul style="list-style-type: none"> ▪ Information ▪ Design ▪ Security ▪ Privacy
Wolfenbarger (2003)	<ul style="list-style-type: none"> ▪ Website Design ▪ Consumer Service ▪ Reliability ▪ Security/ Privacy
Ahn et al (2004)	<ul style="list-style-type: none"> ▪ System Quality ▪ Information Quality ▪ Service Quality ▪ Product Quality ▪ Delivery Quality
Koo (2006)	<ul style="list-style-type: none"> ▪ Design ▪ Visual Appeal ▪ Hyperlink ▪ The diversity of products sold ▪ Information ▪ Security ▪ After sales service
Ganesh et al (2010)	<ul style="list-style-type: none"> ▪ E-Store Essentials ▪ Offline Presence ▪ Price Orientation ▪ The attractiveness of website ▪ The diversity of Merchandise ▪ Certification/Web Security

III. METHODOLOGY

This study aims to explore the online consumer segments based on demographic, psychographic and consumer preference on the online store attributes. This study used survey method. Survey was conducted at the undergraduate and postgraduate students majoring in communication science of University of Indonesia class of 2011. The sampling technique used is stratified systematic random sampling, and produces the sample size of 203 respondents.

Measurement

There are three constructs used in segmentation, i.e. demography, psychographic and consumer preference on the online store attributes. Operationalization of demographics based on gender, age, education, income, number of products purchased last year, and total time spent surfing (hours per day). While the operationalization of psychographic divided into six dimensions, namely internet convenience, perceived self-inefficacy, internet logistics, internet distrust, internet offer and Internet window shopping. While the operationalization attributes of online store is a website design, goods sold (merchandise), price orientation, information, the physical store of the website (offline presence), customer service, security and delivery service.

Data Analysis

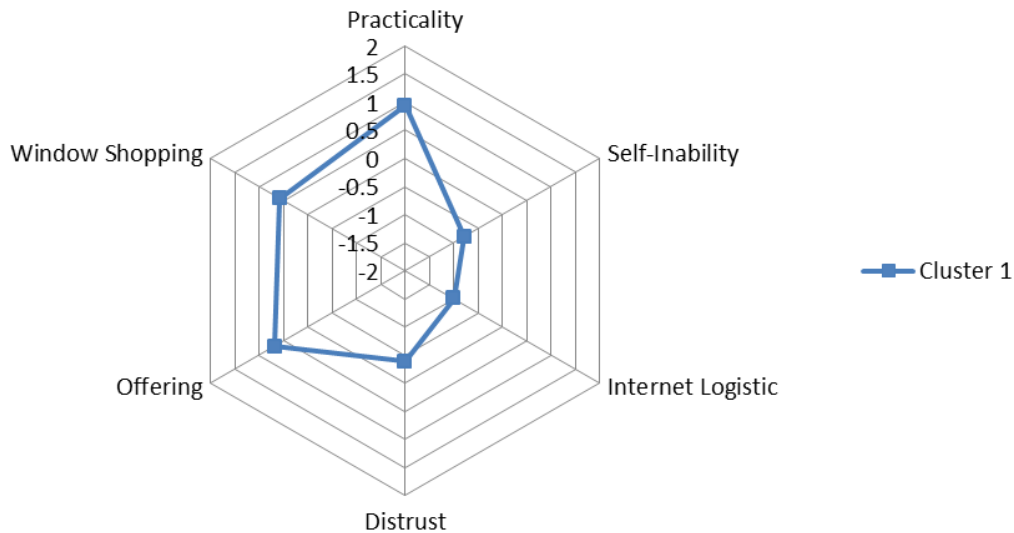
In this study conducted several stages of statistical analysis, the first Exploratory Factor Analysis (EFA) to test the validity from the items used in the measurement of the construct. If the KMO value is more than 0.5 and the Barlett test is significant, then the data can be extracted or processing. The value of the received loading factor correlated with a factor or dimension is has to be more than .40 (Steven in Meyers et al, 2006: 507). From the test results, then from the 26 psychographic items and 33 items attributes of online stores, only 22 psychographic items and 32 items online store attributes are valid and reliable, so it can be done for further analysis.

The second stage, is to perform cluster analysis K-Means, which aims to classify respondents based on psychographic and preference variable of online stores attributes. Then after clustered based on psychographic and preferences attributes of online stores, Chi-square test is done which used to distinguish between groups that previously formed based on their demographics.

IV. RESULTS

The results of grouping respondents based on psychographic analysis in this study showed that the demographic characteristics and the preferences of online store attributes that are considered important tend to differ from one another. The differences in the characteristics of each cluster will be described as below.

ONLINE SHOPPING LOVERS



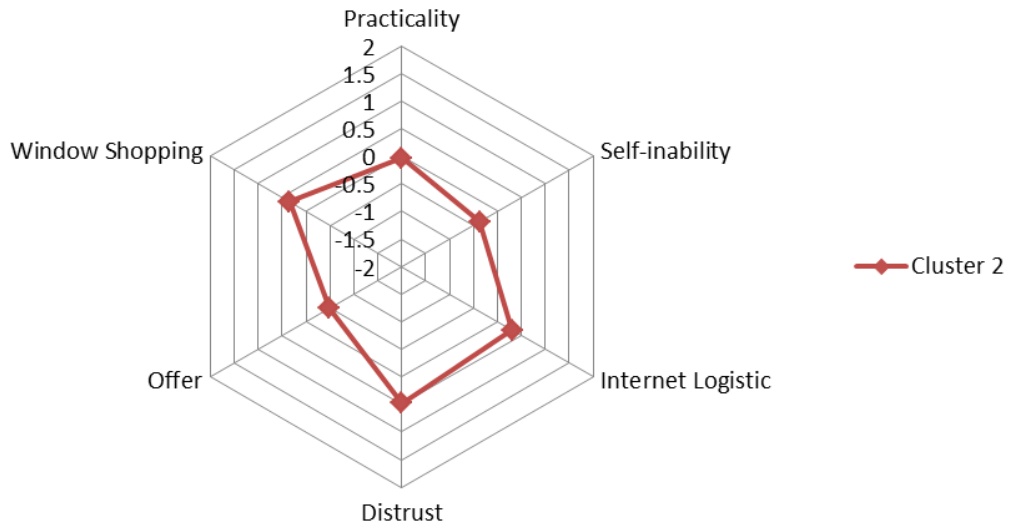
Picture 16. Online Shopping Lovers

Cluster 1 is a cluster with the second highest number of members than other clusters. Cluster 1 contains respondents from educated graduate amounted to 54.3% where the level of graduate education more than undergraduate respondents (45.7%). This means that cluster 1 is dominated by respondents with higher levels of education. In terms of revenue, this cluster also have members with larger revenues than the other clusters (\geq Rp. 2,500,000). As for the number of items purchased, this cluster buy an item amounted 1 to 5 items by 47.8% and 43.5% \leq 6 items. From the results above, it means that this cluster often shopped using the Internet.

In terms of their lifestyle/psychographic in using the internet, this group likes to shop via Internet because of practicality. They are very adept to use the internet and they trust the Internet as a medium for shopping. Overall this cluster is more favorable to use the internet for shopping activities. Judging from the inherent characteristics in demographic and psychographic in the internet usage of this group, accordingly this group includes the segment "*online shopping lovers*".

In the preferences online store attributes that are considered important by online shopper segment, the most prominent and distinct from other segments is the website design attributes, products sold, and information. Online store security and services is an important attribute in this attribute, however, other clusters also have the same preference to these both attributes.

ONLINE WINDOW SHOPPERS



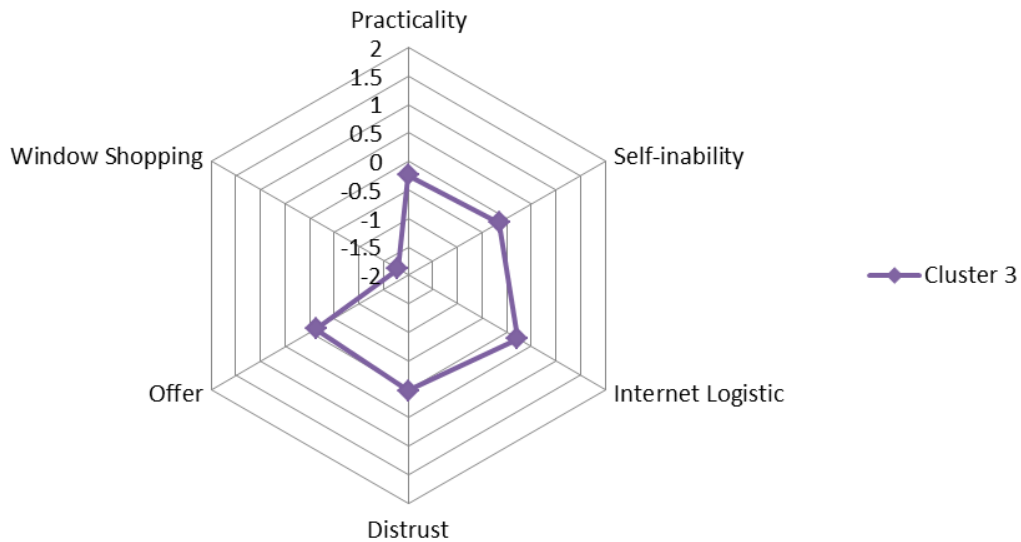
Picture 17. Online Window Shoppers

Cluster 2 is a group with an education that almost balanced between the undergraduate and graduate education level. This means that the group of cluster 2, the level of education of each members are mix between undergraduate members with a percentage of 58.9% and graduate members with a percentage of 41.1%. At this cluster contains members with the prevalent ages from young to old, educated respondents were balanced between undergraduate and graduate education. This cluster also has a variety of diverse revenue, ranging from low to high income. The number of items purchased between 1- 5 items in the last one year, this cluster using the internet for 3-4 hours a day.

In terms of lifestyle, this cluster has confidence in using the Internet for shopping activities, but they don't like the offers and logistics which were offered when shopping via the internet. In addition, they don't really believe in the online store. However, they really like window shopping with sight-seeing information about the product details. Judging from the inherent characteristics in demographic and psychographic in the internet usage of this group, then this group includes the segment "*online window shopper*".

In the preferences of online store attributes that are considered important by online shopper segment, the most prominent and distinct from other segments is on the attributes of price, information and physical store presence. They want competitive prices, accurate, and detailed information as well as the physical store from an online store.

NEGATIVE JUDGMENTAL

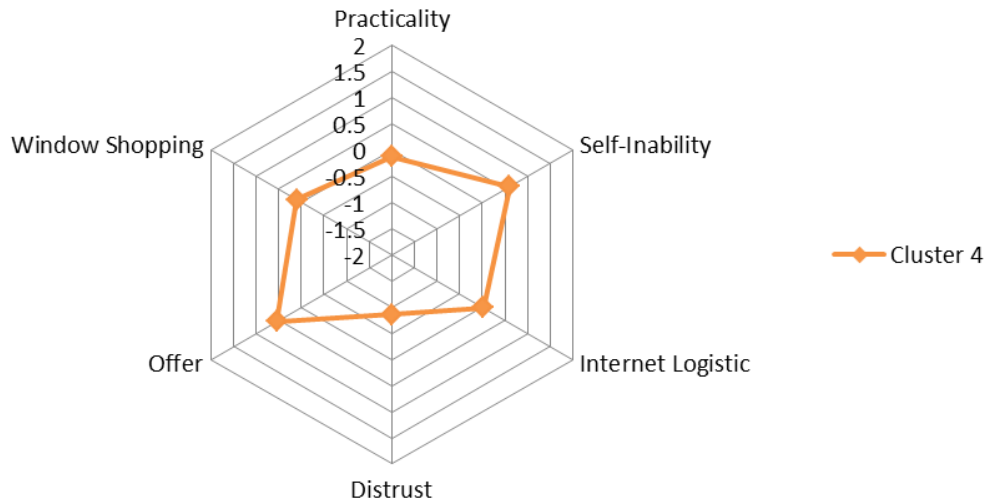


Picture 19. Negative Judgmental

Cluster 3 is a cluster with the fewest number of members in comparison with other clusters (11%). This cluster contains the young age who less than 20 years at 82.6%. Education in this cluster is the undergraduate education. Their incomes by \leq Rp2,500,000. Most of these clusters have never bought a product via Internet. The internet used varies from less than 2 hours, 3-4 hours up to more than 5 hours a day.

This cluster has the confidence in using the Internet to shop, but they have a negative view of the Internet as a medium for shopping. They do not trust the online store and its offerings, practicality given and want to see their own goods/products directly. Judging from the inherent characteristics in demographic and psychographic in the internet usage of this group, then this group includes the segment "*negative judgmental*". For this cluster, an important attribute of an online store is the security of online stores and the satisfactory service.

ON OFF SHOPPER



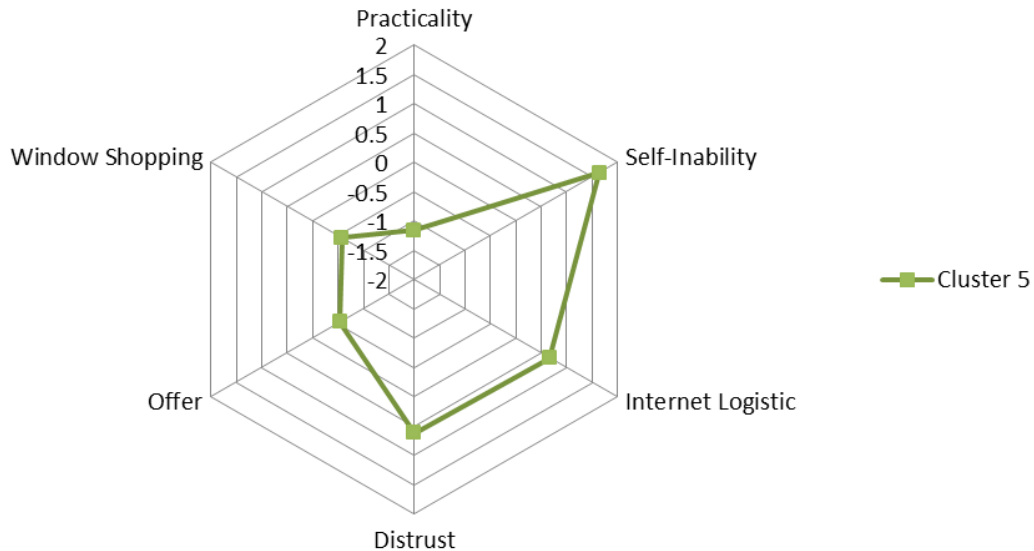
Picture 20. On Off Shoppers

Cluster 4 contains the members who have undergraduate education level. The income from this cluster is less than Rp 2.5 million per month. The number of items purchased between 1-5 items for the past year. The internet used in this cluster is varied and balanced percentage, ranging from less than 2 hours a day until more than 5 hours a day.

In terms of psychographic, this cluster pleased with the offerings provided through the internet. Members of this cluster also have confidence in shopping via the internet. However, they tend to hesitate with the goods valuation issue over the internet, and they assume that shopping on internet is not really practice, they don't mind if have to shop in a physical store. Judging from the inherent characteristics in demographic and psychographic on the internet usage of this group, accordingly this group includes a segment "*on off shoppers*".

For this cluster, the presence of physical stores of an online store is an attribute that must be had by the online store. Besides delivery issues are also a concern for this cluster. Detailed information should be given to this cluster because they are considered information as an important attribute.

TRADITIONAL SHOPPER



Picture 21. Traditional Shoppers

Cluster 5 comprise of the members with the diverse ages, from less than 20 years to more than 31 years. This cluster education level consists of 69.2% undergraduate respondents and 30.8% graduate level respondents at 30.8%. The income from this cluster also varies from less than Rp 2.5 million to more than Rp.2.500.000. This cluster is dominated by the respondents who have never bought a product via the Internet.

In terms of psychographic, this cluster has a negative view of the internet use for shopping. They don't use the internet for shopping or just look at the product reviews on the internet. They don't like online shopping it may because they are not able to use the internet for shopping activities. Judging from the inherent characteristics in demographic and psychographic from the internet usage of this group, then this group includes the segment "*traditional shopper*". Most online stores attribute that considered important by traditional shopper segment is the physical store presence of an online store. They are not too sensitive to the price of a product, but the security and delivery of an online store is an attribute that is considered by this segment.

V. DISCUSSION

Related to the demographic characteristics in this study, then in terms of gender, the results of this research can be concluded that there is no difference between men and women on their desire to shop via the internet. The results supporting the research that has been conducted by Hernandez et al in 2011, but in contrast to the research conducted by Vrechopoulos in 2001 which states that men dominate the online shopping.

In terms of age, the study showed that in the segment of people who love to shop online, it has a variety of ages from young to old. As well as the traditional shopper segments. The results are consistent with the research resulted by Hernandez et al (2011) which states that shopping via internet is not limited to gender and age. Internet is a market place for anyone and not limited to gender and age.

If viewed from the incomes, people who are shopping through the internet is dominated by high-income respondents which more than Rp 2.500.000,00 per month. As research conducted by Soopramanien and Robertson (2007) and Monsuwe et al (2004) which conclude that the buyers of the product through the internet have higher incomes than those who do not shop via the internet. This could be due to the higher income people have the media to do shopping over the internet, such as computers, cell phones, laptops and other high-tech gadgets than people who do not shop via the internet (Vrechopoulos, 2003). Besides the high-income people are more able to accept the Internet as a new technology that can be used for shopping compared to people who love to shop through physical stores (Soopramanien and Robertson, 2007).

If viewed from the duration to use the Internet, the results of this study concluded that the people who use the internet is dominated by the internet users who use the internet more longer per day than people who have never shopped online. As research conducted by Rangaswamy and Gupta (1999) which concluded that people who buy products over the Internet spend more time while surfing.

Referring to the research conducted by Brengman et al (2005) there are four segments of the Internet shopper, the tentative shopper, suspicious learners, shopping lovers and business users and the four segments of the internet non-shopper, namely fearful browser, positive technology muddlers, negative technology muddlers and adventurous browsers.

From the findings of this study and refer to research of Brengman et al (2005), online shopping lover segments have characteristics similar to a shopping lover, that is love the internet shopping and all its aspects (its simplicity, its bid, and window shopping). While the online window shopper segment is almost similar to the suspicious learner segment, who had a negative opinion toward the offers by online shopping and with the ease of the internet. The differences between online window shopper segments with suspicious learner is suspicious learner rarely do the online window shopping, online shopping, and use the internet because of their internet inability. While the online window shopper is adept at using the Internet to shop.

The negative judgment characteristic of online users nearing to the fearful browser segments. They are educated, able to use the internet but not use it to shop because there is mistrust in using the Internet as a medium for shopping. While the on-off shopper segments have characteristics similar to the tentative shopper, i.e. they have a shopping experience previously and had no suspicion when using the credit card for its online transactions. Even so, they didn't really enjoy shopping online. They also not believe that online shopping is

easier and has better offers. They are not interested in exploring new websites and not assume that the Internet actually contributes to their lives.

On the characteristics of traditional shopper segment members have the same characteristics with a negative technology muddlers segment which is a group that doesn't have the ability to use computers and the internet. They have a negative view of online shopping (not trust the security and not think that online shopping provides convenience than traditional shopping).

Whereas if referred to the Barnes et al (2007) who found the three segments of online consumers, that risk averse doubter, open minded online shoppers and reversed information seekers, hence the negative judgment of online users is similar to the risk averse doubter (people who don't believe in online shopping), the online shopper lover is resemble with the open-minded online shopper (dare to accept the risk and have a high trust in the online seller) and the online window shopper segment resembles the reversed information seekers (using the internet to find information and to evaluate the products via Internet before buying).

In the segment of negative judgmental online users, they have a high confidence in its ability to shop on the internet, but they expressed a negative attitude towards the aspects of internet shopping. Their browsing lifestyle, also said that it was not often do online window shopping, but the frequency of the internet usage per day are varied and almost balanced between the internet users who less than 2 hours (34.8%), 3-4 hours (34.8%) and ≥ 5 hours (30.4%). Similarly, with the traditional shopper segments, which states that they don't have the confidence to use the internet however their internet usage duration are varying. Referring to the research conducted by Aljukhadar and Senecal (2011), segmentation of the Internet users based on its use, there are three segments, namely: basic communicator who use the Internet to surf, lurking shopper who use the internet for shopping, and social thriver who use the Internet to interact such as chat, blogging, video streaming and downloading. The both segments may be using the internet, not for shopping but for other activities.

According to the findings of Bhatnagar and Ghose (2004), compared with other attributes online purchase, the lowest price is not the most important attribute for those who love to shop through the internet. This statement is proved in this study, the online shop lovers segment is more concerned with the attributes such as products sold by online stores (merchandise) and information. In addition, they also assume that a website design of the online store is important to attract their attention.

From these findings, also obtained that every segments of online consumers choose more than one store attributes that are considered important. This is consistent with the theory of buying decision, that the consumer selection and decision is not made based on one attributes (variables) only; but rather a collection of attributes (variables) that plays an important role on how consumers choose until desire to subscribe to a particular store (Alhemoud, 2008).

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