Segmentation of the tourism market for Jakarta: Classification of foreign visitors' lifestyle typologies

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ABSTRACT

Tourism market segmentation is considered a valuable marketing tool in creating an effective tourism marketing strategy. This study investigated the differences in visitors' lifestyles that would potentially influence their selection of a holiday destination. The study used a set of activities, interests and opinion items to measure psychographic lifestyle typologies of foreign visitors who traveled to Jakarta. Factor analysis of the data identified six lifestyle factors, which were further analyzed using cluster analysis. The cluster analysis revealed four types of foreign visitors: culture interest shopaholic, sporty culture explorer, aspiring vacationer and want-everything vacationer. The four groups were compared through a chi-square test for independence analysis based on the types as well as the visitors' demographic profiles. Significant differences were found between the four groups in terms of age, race, employment status, number of previous trips to Jakarta, and travel companion.

1. Introduction

Tourism can be a key contributor to a country's social and economic growth through the creation of employment opportunities in tourism as well as the growth of businesses to support tourism activities. Tourism is also acknowledged as a driver of a country's infrastructure development. Many developing countries view growth in the tourism sector as an indicator of economic development because tourism can generate significant foreign exchange earnings. The World Tourism Organization reported the fastest growth of international tourist arrivals in the South-East Asia sub-region in 2013, with an increase of 11% compared to 2012. The WTO has also forecasted a long-term outlook of international tourist arrivals between 2010 and 2030, with an annual increase of 4.4% of arrivals in emerging destinations (UNWTO, 2014).

Following an increase in tourism in Indonesia, the country's total foreign exchange earnings have increased annually since 2007. In 2014 tourism was one of the largest contributors to Indonesia's foreign exchange earnings after oil, gas, coal and palm oil. Most foreign visitors enter Indonesia through an international airport located close to Jakarta. The airport accounts for the second highest number of foreign visitor arrivals to Indonesia after Bali, the country's most popular tourist destination.

As the capital city of Indonesia, Jakarta is the main gateway to the country and serves as a connecting hub to all of its other major cities.

Foreign visitors passing through Jakarta usually spend at least one day exploring the city before continuing on to other parts of Indonesia. Jakarta has many tourism attractions, including historical and cultural sites, recreational and sport facilities, culinary centers and a great variety of shopping venues, and the city consequently has great potential for becoming an international tourism destination in South-East Asia.

To capitalize on this potential, the Indonesian government plans to triple international tourist arrivals by 2018 and has quadrupled the budget for promoting tourism in Indonesia (Chan, 2015). Promotional activities will be aimed at attracting visitors from Asian countries such as China, Singapore, Malaysia and the Philippines and from European countries such as England and Germany. The government's plan to increase tourism will succeed if an appropriate combination of tourism products and services are created and correctly targeted. Therefore, the government needs to have a valid understanding of the characteristics of foreign visitors who travel to Indonesia.

Due to the competitive nature of the tourism industry, identifying the various lifestyle backgrounds of foreign visitors is crucial for correctly targeting marketing activities. Market segmentation can be used to better understand consumers, which in turn helps to tailor marketing to specific segments of foreign visitors and to enhance existing activities to attract foreign visitors.

Customers' lifestyles underlie their foreign and domestic travel behavior, and a market segmentation strategy in tourism should be done using this information rather than demographic information (Keng & Cheng, 1999). Past tourism literature features several studies using a segmentation method to group visitors (Beh & Bruyere, 2007).

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Differentiating inbound tourists into segments would enable business organizations and small- and medium-sized tourism enterprises (SMTEs) to create attractive tourism products and services that are suitable for each segment. Acknowledging differences between segments would also enable SMTEs to effectively communicate with different segments in marketing activities intended to enhance tourism in Jakarta.

The purpose of this research was to identify the underlying dimensions of foreign visitors' lifestyles, to group inbound visitors according to their lifestyle typologies, and to illustrate how understanding about different segments of foreign visitors can benefit tourism marketing strategies aimed at increasing the number of foreign visitors to Jakarta. This study contributes to the segmentation literature and to the management of tourism by presenting the demographic and lifestyle profiles of different groups of foreign visitors.

2. Literature review

2.1. Segmentation in tourism

Segmentation is a powerful marketing tool in tourism because it brings visitor identities into focus (McCleary, 1995). Psychographic segmentation, a widely used method in tourism, relies on constructs such as benefits, motivation, and preferences as the bases for market segmentation (Dolnicar, 2006). Segmenting heterogeneous tourists based on their motivations enables tourism managers to create products and services that are preferred and valued by target markets (Lee, Lee, & Wicks, 2004).

Tourism marketers recognize the importance of understanding tourists' interests for influencing their decisions about holiday destinations. Each destination attracts certain types of tourists (Buhalis, 2000), and destination marketers must understand their needs and wants in order to manage the destination resources and to attract the right group of tourists (Pesonen, 2012). By classifying foreign visitors into different segments, tourism stakeholders will be able to develop products and services that effectively appeal to each segment. Furthermore, the tourism stakeholders will be able to grow tourism industry competitiveness that is socially, environmentally, and culturally sustainable (Ritchie & Crouch, 2003).

2.2. Consumer lifestyle

Lifestyle reflects the way people live and influences their behavior in consuming products or services, including choosing vacation destinations and activities (Fuller & Matzler, 2008). Lifestyle information is useful for product positioning and market segmentation and it helps in understanding consumers regardless of their culture (Plummer, 1974). Lifestyle typologies are among the most effective segmentation bases within psychographic market segmentation (Lee & Sparks, 2007), and they can be measured by the consumers' activities, interests, and opinions (Wind, 1971). In marketing management, understanding customers' needs and wants through their lifestyle patterns is crucial. Marketers will be able to effectively communicate and market to customers by knowing and understanding their lifestyles (Plummer, 1974).

Psychographics is an operational technique for measuring lifestyles, and the term is interchangeable with consumers' activities, interests, and opinion (AIO) measurements (Blackwell, Miniard, & Engel, 2006). AIO measurements encompass how customers spend their time for various activities such as work, sports, shopping, and entertainment; their commitment to things that they consider interesting and important; and their opinions about themselves, social issues, education, future, culture, and so on (Plummer, 1974). Table 1 lists elements that are included in the major dimensions of lifestyle.

Table 1
Lifestyle dimensions.
Source: Adopted from Plummer (1974).

Lifestyle dimensions			
Activities	Interests	Opinions	Demographics
Work	Family	Themselves	Age
Hobbies	Home	Social issues	Education
Social events	Job	Politics	Income
Vacations	Community	Business	Occupation
Entertainment	Recreation	Economics	Family size
Club membership	Fashion	Education	Dwelling
Community	Food	Products	Geographic
Shopping	Media	Future	City size
Sports	Achievements	Culture	Stage in life cycle

3. Methodology

3.1. Data collection

This study used convenience purposive techniques in selecting samples. Respondents were foreign visitors who were in Jakarta when the study was being conducted. This study applied quota-sampling methods to obtain proportionate samples of foreign visitors who came from Western, Asian, and other countries. The survey was conducted during the last quarter of 2013 at 10 of the most popular tourist attraction sites in Jakarta. Four research assistants who were able to communicate in English were trained and hired to distribute self-administered questionnaires to foreign visitors. Direct intercept surveys were conducted to obtain responses from foreign visitors. Visitors were asked to fill out the questionnaires and return them to the research assistants, and the research assistants confirmed that the questionnaires had been completed.

Selection criteria for foreign visitors participating in this study included being 18 years old or older, having spent more than one day in Jakarta, and being able to communicate in English. A total of 393 completed and usable questionnaires were obtained within a period of one month.

3.2. Questionnaire design

The survey instrument used in this study was a self-administered questionnaire comprising two parts. The first part included two filter questions to measure respondents' fluency in English and to identify their purpose for visiting Jakarta. The next seven questions pertained to nationality, age, gender, education level, travel arrangement, travel companions, and previous trips to Jakarta. The second part contained 38 AIO measurement items covering tourists' activities, including how they spent their time and money, what their interests were, and what opinions they held about themselves and their surroundings. The AIO statements were generated based on previous lifestyle segmentation studies and were measured based on a seven-point Likert type scale (where $1 =$ strongly disagree, $2 =$ disagree, $3 =$ slightly disagree, $4 =$ neutral, $5 =$ slightly agree, $6 =$ agree, $7 =$ strongly agree).

The face validity of the statements for the measurement items was evaluated through pretesting. The pretest involved asking 10 lecturers at a private business school in Jakarta who were fluent in English and had traveled abroad to assess the AIO statements. Based on the assessment, statements were clarified and their suitability as a lifestyle measurement was confirmed.

3.3. Lifestyle measurement

The measurement for lifestyle was developed by following the dimensions proposed by Plummer (1974) and by incorporating statements from previous research (Chang, 2006; Plummer, 1971; Yang, Cheng, & Yu, 2012) on elements of AIO dimensions. Twelve statements that represented vacations, entertainment, shopping,

and sports elements were used to measure activities. Twelve statements that represented home, recreation, food, and achievement elements were used to measure interests. Fourteen statements that represented elements of themselves, social issues, education, products, future, and culture measured opinions.

4. Result and discussion

4.1. Sample profile

The demographic profile of international tourists who participated in this study is summarized in Table 2. The majority of respondents was Asian foreign visitors (58.0%), male (65.9%), between 18 and 44 years old (82.5%), and employed (51.9%). The visitors traveled with friends (49.1%) and came to Jakarta for vacations (55.7%). Most of the respondents arranged their flight and accommodations themselves (75.8%), and nearly half had never been to Jakarta before (45.8%).

4.2. Analysis of dimensions underlying tourists' lifestyles

A factor analysis with a varimax rotation was employed to the 38 AIO statements to identify the underlying dimensions of tourists' lifestyle. Items with factor loading lower than 0.40 were removed (Lee et al., 2004), and the remaining items were factor analyzed again. The procedure was repeated until only items with a factor loading above 0.40 were attained. High factor loading values indicate high correlations between a factor and its individual items. Table 3 presents the result of factor analysis. Six factors had high reliability coefficients and eigenvalues greater than 1.00. These factors account for 62.55% of the total variance.

Reliability coefficients were computed for each of the factors. The first factor was labeled 'Culture adventurous', which explained 23.24% of the total variance, with a Cronbach's alpha value of 0.831. The first

factor described tourists who are highly interested in exploring different cultures and different way of lives, enjoy meeting people, and look forward to new challenges. The second factor was labeled 'Shopaholic', which explained 13.09% of the total variance, with a Cronbach's alpha value of 0.842. The second factor described tourists who spend a lot of money on shopping for goods when they visit a holiday destination. The third factor was labeled 'Aspiring indulger', which explained 8.96% of the total variance, with a Cronbach's alpha value of 0.741. The third factor described tourists who are ambitious and optimistic in facing life challenges. This type of tourist seeks comfort during their visit to a destination. The fourth factor was labeled 'Conservative', which explained 6.69% of the total variance, with a Cronbach's alpha value of 0.742. The fourth factor described tourists who enjoy spending their leisure time at home or doing activities around the house. The fifth factor was labeled 'Sport adventurous', which explained 6.13% of the total variance, with a Cronbach's alpha value of 0.735. The fifth factor described tourists who enjoy sports and outdoor activities. The sixth factor was labeled 'Foodie', which explained 4.44% of the total variance, with a Cronbach's alpha value of 0.679. The sixth factor described tourists who enjoy a great variety of cuisine and like to dine out with friends.

4.3. Clusters of tourist lifestyles

A cluster analysis was applied to the six factors to classify tourists into mutually exclusive groups. The analysis was performed using a K-Means clustering procedure (Lee, Lee, Bernhard, & Yoon, 2006). Trials analyzing three, four, and five clusters were conducted, and the results were compared to identify the most appropriate number of clusters. Based on the results of the analyses for three to five clusters, the four-cluster solution appeared to be the most appropriate in terms of cluster interpretation, meaningfulness, and size. The mean value was used as the base for interpreting and naming the clusters. Mean values above 4.00 indicate that a tourist lifestyle attribute is important, while mean values below 4.00 indicate that the attribute has low importance (Konu, Laukkanen, & Komppula, 2011). As shown in Table 4, the 393 respondents were grouped into four clusters: *Culture interest shopaholic* (17.6%), *Sporty culture explorer* (15.8%), *Aspiring vacationer* (21.9%), and *Want-everything vacationer* (44.8%).

4.4. Discriminant analysis

A discriminant analysis was performed to validate the result of the cluster analysis. The analysis examined the differences among the four clusters and determined variables that differentiate these clusters. The analysis also calculated the degree to which respondents were correctly classified (Malhotra, 2010). Three canonical discriminant functions were calculated and found to be statistically significant. Function 1 explained 41% of the variance (eigenvalue = 1.471, Wilks' Lambda = 0.096, χ^2 = 908.74, df = 15, Sig. = 0.000). Function 2 explained 30% of the variance (eigenvalue = 1.074, Wilks' Lambda = 0.237, χ^2 = 558.24, df = 8, Sig. = 0.000). Function 3 explained 29% of the variance (eigenvalue = 1.037, Wilks' Lambda = 0.491, χ^2 = 275.63, df = 3, Sig. = 0.000). In total, 90.8% of the 393 grouped cases were correctly classified, which indicated a high accuracy rate and suggested that the four clusters were satisfactorily classified.

4.5. Demographic profiles within clusters

To better understand the demographic characteristics of the four clusters, chi-square tests for independence analysis were conducted on each cluster using the demographic profiles of the respondents. The results of the analysis (Table 5) showed that gender (χ^2 = 1.785, p = 0.618) and travel arrangements (χ^2 = 9.365, p = 0.155) had no significant relationship with the clusters. All four clusters were dominated by male foreign visitors, and foreign visitors within these clusters arranged their flight to Jakarta and their accommodations in Jakarta

Table 2
Demographic profile of respondents (N = 393).

	Frequency (%)		Frequency (%)
Age		*Gender*	
18 - 24	107 (27.3)	Male	259 (65.9)
25 - 34	122 (31.0)	Female	134 (34.1)
35 - 44	95 (24.2)		
45 - 54	43 (10.9)	*Previous Trip to Jakarta*	
55 - 64	21 (5.3)	Never	180 (45.8)
65 and above	5 (1.3)	1 time	86 (21.9)
		2 times	40 (10.2)
Race group		3 times	37 (9.4)
Asian	228 (58.0)	4 times and more	50 (12.7)
Caucasian	138 (35.1)		
Other	27 (6.9)	*Travel Companion*	
		Alone	80 (20.4)
Employment Status		With family	44 (11.2)
Employed	204 (51.9)	With friends	193 (49.1)
Self-employed	77 (19.6)	With a partner	49 (12.5)
Housewife	6 (1.5)	With a traveling group	27 (6.8)
Retired/Unemployed	10 (2.5)		
Student/Scholar	96 (24.4)	*Travel Arrangement*	
		All-inclusive package tour	47 (12.0)
Purpose of the trip		Flight and hotel pre-arranged package	48 (12.2)
Vacation/sightseeing	219 (55.7)	Self arrangement for flight and accommodation	298 (75.8)
Business	52 (13.2)		
Convention/exhibition	22 (5.6)		
Vacation and Business	37 (9.4)		
Visiting friends/relatives	21 (5.3)		
Other	42 (10.8)		

Table 3
Factor analysis result.

Factors	Factor loading	Eigenvalue	Variance explained	Cronbach's α	Mean	Overall mean
Factor 1: Culture adventurous		5.81	23.24	0.831		5.64
I like exploring a different culture.	0.662				6.12	
I am interested in experiencing a different way of life.	0.764				5.66	
I often go to cultural events (exhibitions, concert, opera, theatre).	0.548				5.12	
I enjoy meeting new people.	0.778				5.78	
I like spending time with my good friends.	0.707				6.05	
I frequently visit friends and relatives.	0.665				5.58	
I am full of enjoyment and discover a challenge every day.	0.574				5.2	
Factor 2: Shopaholic		3.27	13.09	0.842		4.14
I usually buy well-known brands.	0.760				4.12	
I spend a lot of money on shopping.	0.782				3.95	
My choice of brands for products/services is always influenced by advertising.	0.660				4.63	
I like to try new products when they come out on the market.	0.796				4.25	
I usually buy new products before my friends do.	0.805				3.72	
Factor 3: Aspiring indulgers		2.24	8.96	0.741		5.83
I look for coziness when I choose a vacation destination.	0.592				5.45	
I feel optimistic about my future.	0.742				6.20	
I am sure that my life is meaningful.	0.807				6.19	
I pay attention to my personal achievements.	0.579				5.79	
Personal goals that I established are practical and feasible.	0.480				5.53	
Factor 4: Conservative		1.67	6.69	0.742		4.09
I prefer staying at home after work.	0.847				4.25	
I prefer staying at home on the weekend.	0.832				3.65	
My recreational activities happen around my house.	0.679				4.35	
Factor 5: Sport adventurous		1.53	6.13	0.735		4.65
I enjoy water sport activities (e.g. surfing, fishing).	0.778				4.63	
I enjoy outdoor sport activities (e.g. golf, tennis).	0.837				4.63	
I do physical exercises regularly.	0.729				4.69	
Factor 6: Foodie		1.11	4.44	0.679		5.80
I enjoy a great variety of food (cuisine).	0.693				5.81	
I enjoy eating out at a restaurant with friends.	0.775				5.78	
Total variance explained			62.55			

themselves. However, the results of the analysis showed statistically significant differences between the four clusters in terms of age, race, employment status, purpose of trip, number of previous trips to Jakarta, and travel companions.

4.5.1. Cluster 1: Culture interest shopaholic

'Culture adventurous' and 'shopaholic' factors were important in the first cluster. This cluster represents foreign visitors who are interested in exploring different cultures and experiencing the local way of life. Although they prefer spending their weekends around the house when they are at home, these visitors like to go to museums, visit historical places, and see festivals and local cultural performances when traveling in a foreign country. They are interested in learning about other cultures and meeting new people, and they enjoy spending time with their friends. Visitors belonging to this segment have some interest in trying various local cuisines, and they like to visit local markets, stores,

or malls. They also like to spend time shopping and buying new products that are in fashion when they travel abroad. This segment comprises shopping enthusiasts who are brand conscious and early adopters for the latest trends and who are usually influenced by advertisements in making purchase decisions.

The *Culture interest shopaholic* segment was mostly between 18 and 34 years old (65.2%), with an Asian background (78.3%). Visitors belonging to this segment either traveled with friends (49.3%) or alone (21.7%). They were college/university students (39.1%) or employed people (43.6%). They traveled to Jakarta purely for vacation (39.1%) or for vacation and business purposes (30.4%), and most of them were making their first visit to Jakarta (50.7%).

4.5.2. Cluster 2: Sporty culture explorer

'Culture adventurous', 'foodie', and 'sport adventurous' factors were important in the second cluster. This cluster represents foreign visitors

Table 4
Summary statistics of cluster analysis.

	Cluster 1 (n = 69)	Cluster 2 (n = 62)	Cluster 3 (n = 86)	Cluster 4 (n = 176)	F-value	Sig.
Culture adventurous	4.9317[a]	6.18	4.99	6.05	95.04	0.00
Shopaholic	4.05	2.90	3.11	5.10	139.12	0.00
Aspiring indulgers	4.86	5.58	6.50	6.14	103.61	0.00
Conservative	4.13	3.47	3.98	4.34	7.87	0.00
Sport adventurous	3.96	5.39	4.06	4.95	20.44	0.00
Foodie	4.46	6.40	5.80	6.11	90.12	0.00
Cluster name	Culture interest shopaholic	Sporty culture explorer	Aspiring vacationer	Want-everything vacationer		

[a] Mean values measured on the basis of 7 Likert scale (1: strongly disagree, 4: neutral, 7: strongly agree).

Table 5
Profile of the four clusters of foreign visitors in Jakarta.

	Total	Culture interest shopaholic	Sporty culture explorer	Aspiring vacationer	Want-everything vacationer	Chi-square test p-value
n (%)	393 (100)	69 (17.5)	62 (15.8)	86 (21.9)	176 (44.8)	
Age						
18–24	27.3[a]	39.1	35.5	14.0	26.1	χ^2 (15) = 26.287, p = 0.035
25–34	31.0	26.1	25.8	38.3	31.3	
35–44	24.2	16.0	14.5	31.4	27.3	
45–54	10.9	13.1	11.3	11.6	9.6	
55–64	5.3	4.3	9.7	3.5	5.1	
65 and above	1.3	1.4	3.2	1.2	0.6	
Race group						
Asian	58.0	78.3	24.2	66.3	58.0	χ^2 (6) = 55.798, p = 0.000
Caucasian	35.1	13.0	72.6	26.7	34.6	
Other	6.9	8.7	3.2	7.0	7.4	
Employment status						
Employed	51.9	43.6	37.1	58.1	57.4	χ^2 (12) = 34.329, p = 0.001
Self-employed	19.6	13.0	17.8	26.7	19.3	
Housewife	1.5	1.4	0.0	1.2	2.3	
Retired/Unemployed	2.5	2.9	3.2	3.5	1.7	
Student/Scholar	24.4	39.1	41.9	10.5	19.3	
Purpose of the trip						
Vacation/Sightseeing	55.7	39.1	61.3	70.9	52.8	χ^2 (15) = 76.496, p = 0.000
Business	13.2	17.4	8.1	8.1	15.9	
Convention/Exhibition	5.6	5.8	9.7	0.0	6.8	
Vacation and business	9.4	13.0	4.8	5.8	11.4	
Visiting friends/relatives	5.3	5.8	4.8	4.7	5.7	
Other	10.8	18.9	11.3	10.5	7.4	
Gender						
Male	65.9	69.6	59.7	68.6	65.3	χ^2 (3) = 1.785, p = 0.618
Female	34.1	30.4	40.3	31.4	34.7	
Previous trip to Jakarta						
Never	45.8	50.7	48.4	62.7	34.7	χ^2 (12) = 32.403, p = 0.001
1 time	21.9	11.6	24.2	22.1	25.0	
2 times	10.2	14.5	3.2	7.0	12.5	
3 times	9.4	7.3	11.3	3.5	12.5	
4 times and more	12.7	15.9	12.9	4.7	15.3	
Travel companion						
Alone	20.4	21.7	25.8	17.4	19.3	χ^2 (12) = 38.701, p = 0.000
With family	11.2	14.5	11.3	5.8	12.5	
With friends	49.1	49.3	35.5	68.6	44.3	
With a partner	12.5	5.8	25.8	7.0	13.1	
With a traveling group	6.8	8.7	1.6	1.2	10.8	
Travel arrangement						
All-inclusive package tour	12.0	11.6	4.8	12.8	14.2	χ^2 (6) = 9.356, p = 0.155
Flight and hotel pre-arranged package	12.2	13.0	11.3	5.8	15.3	
Self arrangement for flight and accommodation	75.8	75.4	83.9	81.4	70.5	

[a] Values are in %.

who are interested in exploring different cultures and experiencing local ways of live. They like to go to museums, visit historical places, and see local cultural performances and festivals. As part of exploring a different culture, this segment also shows a high interest in trying different types of local cuisines. They enjoy meeting new people, and they like spending time with their friends. Visitors that belong to this segment do regular physical exercises, like to participate in outdoor sport activities, and prefer to spend their weekends away from home. Visitors in this segment have little interest in shopping and buying products when they travel abroad.

The demographic characteristics of *Sporty culture explorer* segment were similar to the *Culture interest shopaholic* segment in terms of age, travel companions, employment status, and experience traveling to Jakarta. The main difference was their racial background, which was predominantly Caucasian (72.6%). This segment was mostly between 18 and 34 years old (70.3%). They traveled with friends or partners

(61.3%) or alone (25.8%). They were mostly college/university students (41.9%) or employed people (37.1%), and they traveled to Jakarta solely for vacation, and most of them were on their first visit to Jakarta (48.4%).

4.5.3. Cluster 3: Aspiring vacationer

'Aspiring indulger' and 'foodie' factors were important in the third cluster. This cluster represents the segment of foreign visitors who have high self-confidence, a positive attitude, and determination and persistence to be successful in life. They pursue success in their profession and strive to achieve their personal goals. They usually do activities outside their homes after-work, and they spend their weekends away from home. This segment enjoys regular physical exercise and outdoor sport activities. Whenever they are on vacation, they want a relaxing and comfortable escape from everyday life. This segment has some interest in exploring different cultures and experiencing local ways of

life. They like to go to museums, visit historical places, and see local festivals or cultural performances. They also have high interest in trying different types of local foods. However, visitors belonging to this segment have little interest in shopping for products when traveling abroad and have little interest in doing outdoor sport activities while traveling.

The *Aspiring vacationer* was the second biggest segment, and it comprised visitors who were mostly between 25 and 44 years old (69.7%) with an Asian background (66.3%). This segment tended to be older than the *Culture interest shopaholic* and *Sporty culture explorer* segments. The majority of individuals in this segment were employed or self-employed (84.8%). Most of them traveled with friends (68.6%). They traveled to Jakarta for vacations (70.9%), and most were on either their first (62.7%) or second visit (22.1%) to Jakarta.

4.5.4. Cluster 4: Want-everything vacationer

The fourth cluster was the largest segment, and all six factors were important in it. This segment represents foreign visitors who are achievers and have high self-confidence, a positive attitude, and determination and persistence to be successful in life. They prefer to spend time at home after-work and during weekends, and while traveling abroad they want to have a relaxing and comfortable vacation. They have a high enthusiasm for exploring different culture. They go to museums, visit historical places, see local festivals or cultural performances, and do outdoor sport activities when they travel abroad. They also enjoy local cuisines, meeting new people, and experiencing the local way of life. This segment represents visitors who are shopping enthusiasts. They like to purchase products that are in fashion and from well-known brands whenever they travel abroad. They spend a lot of money to buy branded products, and advertising activities usually influence their decisions to purchase products.

The *Want-everything vacationer* was the biggest segment. They were mostly between 18 and 44 years old (84.7%) and were of Asian (58.0%) and Caucasian (34.6%) background. Their employment status was either college/university student, employed, or self-employed, and their purpose for traveling to Jakarta was for vacation or for business. They were traveling to Jakarta mostly for either the first or second time. They traveled alone, with friends, or with family.

5. Conclusions

In this study, six lifestyle factors were identified and four segments of foreign visitors were revealed. The cluster analysis showed that the mean values of "culture adventurous" and "foodie" factors were higher than 4.00 in all clusters. This revealed that visitors in all four segments have high interest in exploring the local culture and learning and experiencing the way of life in a different culture. They like to go to museums and to see cultural performances and visit local festivals, such as traditional dance festivals, traditional puppet festivals, and music festivals, to gain more knowledge about different cultures. They like to visit cultural museums and historical places, and they also have a lot of interest in seeing local culture performances. They are keen to try various local cuisines as part of their cultural learning experience. They also enjoy dining out with friends at restaurants.

The *Culture interest shopaholic* segment shows a particularly high interest in shopping for products that are in fashion, and they prefer products from well-known brands. They tend to be early adopters for new products, and they inspire the latest trend in fashion among their friends. This segment likes to visit retail stores, shopping malls, or trade centers when they travel abroad, and they usually spend a lot of money on shopping. This segment is mostly young Asian visitors between 18 and 34 years old, who like to travel with friends. They are mostly college/university students or are already employed.

The *Sporty culture explorer* segment is represented by foreign visitors who undertake regular physical exercise and like outdoor sport activities such as surfing, kayaking, golf, mount climbing, and so on. This segment does not particularly follow the latest trends, and they have little interest in buying fashionable products when traveling abroad. Hence they may have low intention to go shopping in retail stores or malls. This segment is mostly Caucasian visitors between 18 and 34 years old, who like to travel with friends or partners. They are mostly college/university students or are already employed.

The *Aspiring vacationer* is the second largest segment. They are achievers who have a strong motivation to be successful in life. They are highly motivated to pursue success in their profession, and they strive to achieve their personal goals. They spend their time after-work and on weekends pursuing activities outside their homes. When they go on vacation, this segment seeks out destinations that offer a relaxing and comfortable escape. Majorities of visitors in this segment are Asian and are between 25 and 44 years old, employed or self-employed, and travel with friends. Based on their age group and employment status, this segment is likely to be a financially secure group of visitors who can demand high-quality vacations.

The largest segment is *Want-everything vacationer*. This segment is represented by visitors who are interested in buying newly launched products. They are early adopters of new products, and they usually buy products of well-known brands. Individuals in this segment tend to set trends among their friends, and their decisions to purchase products are usually influenced by advertising. Visitors of this segment usually take time to go shopping at retail stores or shopping malls while they are traveling abroad. The *Want-everything vacationer* segment also enjoys outdoor activities and regular physical activities. They are achievers who have a strong motivation to succeed in life, and they enjoy spending time with friends. Visitors within this segment choose vacation destinations that promise relaxing and comfortable getaways.

5.1. Managerial implication

Business organizations, SMTEs, and destination management organizations (DMOs) around the world understand the important economic impact of increasing the number of foreign visitors to a country and particularly to a specific destination. Knowledge about the lifestyles and demographic profiles of inbound tourists would enable business organizations and SMTEs to generate effective tourism marketing strategies. They will also be better able to develop specific products and services for each segment of foreign visitors. Knowledge about inbound tourists would also enable DMOs to formulate legal and regulatory frameworks to support sustainable development of the country's tourism industry. In summary, tourism marketers and DMOs will be able to create tourism products and services that provide unique and exciting experiences and offer the best value to foreign visitors.

This study profiled four segments of foreign visitors who come to Jakarta. An important finding is that all four segments are very interested in learning and exploring the local culture, including the local cuisine. Indonesia has a unique and exotic culture that can potentially attract visitors to the country and to Jakarta in particular. This finding suggests that business organizations and SMTEs in Jakarta should develop products and services that will generate culturally unique and exciting experiences for visitors, such as cultural and national culinary festivals. Existing tourism products and services need to be enhanced so they can sustain their competitiveness and attract more customers or visitors. In addition, DMOs should give more support to the growth of cultural tourism in Jakarta.

This study identified shopping as one of the activities in Jakarta that attracts foreign visitors who are categorized into *Culture interest shopaholic* and *Want-everything vacationer* segments. Jakarta has a great variety of shopping venues, from specialized markets and trade centers to modern shopping centers and malls that offer a great variety of products and services. Jakarta currently holds annual Jakarta Great Sale events in June to celebrate Jakarta's anniversary. The event is one of the biggest marketing activities held by a number of business organizations in Jakarta, and it could become a big tourism attraction.

Another tourism attraction in Jakarta is outdoor sport activity. Outdoor sport activities attract visitors who are categorized into *Sporty culture explorer* and *Want-everything vacationer* segments. Several places near Jakarta offer facilities, such as golf courses, for outdoor sport activities, and small islands near the city offer facilities for snorkeling, kayaking, and fishing. The unique experiences that visitors may gain from doing these outdoor sport activities will depend on innovations by SMTEs to create such tourism attractions. SMTEs and DMOs should work together to provide reliable transportation for visitors to reach the islands easily. The participation of DMOs is also important to ensure that laws and regulations will be instituted to support environmental conservation and preservation around the islands.

Coziness of a tourism destination was identified as an attraction, especially for *Aspiring vacationer* and *Want-everything vacationer* segments. Coziness refers to the degree of comfort that visitors experience while in Jakarta, and it includes factors such as easy access to different modes of transportation and public facilities and the availability of a wide range of high-quality accommodations and restaurants, various tourism attractions, and local tour groups. This finding suggests that business organizations, SMTEs, and DMOs need to build facilities and infrastructure that the tourism industry requires to provide comfort for foreign visitors.

The demographic profile of foreign visitors who travel to Jakarta shows that almost half of them were coming to Jakarta for the first time and they made travel arrangements for themselves. Most of the visitors belonged to Gen X and Gen Y cohort groups. These consumers are accustomed to the use of mobile technology, including communication gadgets and various electronic applications. They carry smartphones, send text messages, regularly check e-mail, and have social media accounts. These technologies enable these consumers to engage in various online activities such as communicate with others, read news, find information, and do their shopping. They can purchase airline tickets, reserve accommodations, and make other travel arrangements through the internet. They are less dependent than other age groups on travel agencies when planning their vacations. These findings highlight the importance of businesses and enterprises in hospitality embracing electronic technology to support tourism. The use of electronic marketing methods can be a powerful tool to promote a tourism destination.

This study also showed that Caucasian visitors dominate the *Sporty culture explorer* segment, whereas Asian visitors dominate the other three segments. This finding suggests that marketing communication and promotion activities should be tailored for different groups of foreign visitors. Marketing communication and promotion activities that are targeted to Caucasian visitors should highlight the unique outdoor experiences that are available in Jakarta, while those targeted to Asian visitors should highlight the exciting shopping experiences and cozy holiday experiences offered by the business organizations and SMTEs.

Knowledge about multiple segments of foreign visitors and the demographic profile of each segment will enable effective destination marketing strategies to be developed. Tourism marketers will be able to create attractive marketing activities that are specifically designed for a targeted segment. Tourism stakeholders in Jakarta may use the findings from this study to improve the competitiveness of the city and to increase the city's attractiveness to foreign visitors.

5.2. Limitations and future research suggestions

There are some limitations from this study that need to be addressed. The language used in this study was English, which limited participation to only foreign visitors who speak and understand English. The sampling methodology was convenience based, and the selection of respondents was influenced not only by visitors' ability to speak English, but also by their willingness to participate in the study. Some improvements for future research will be the use of other languages in the questionnaire such as Chinese and Japanese for Asian visitors and French and German for Caucasian visitors. This improvement will require employing research assistants who are fluent in at least one of those languages. The use of multiple languages would reduce barriers to participation and could potentially increase foreign visitors' willingness to contribute to the study.

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