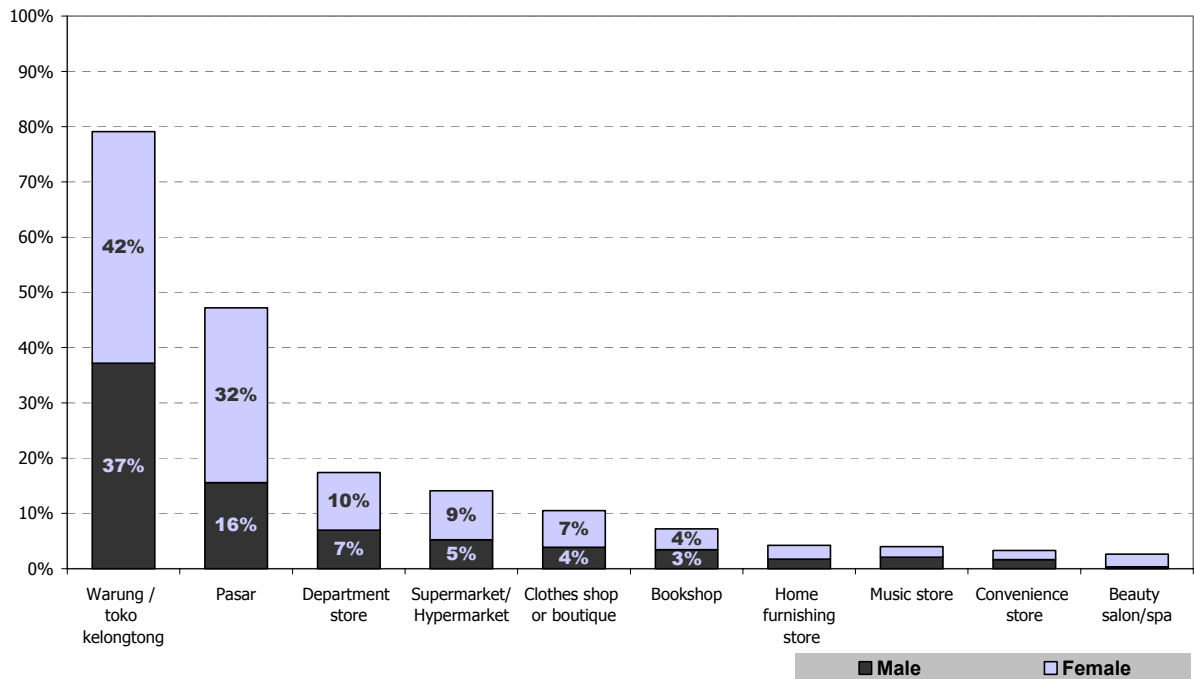


Latifa loves to shop. So does Latif.

A culture that cherishes the housewife's role at home leads to the usual stereotyping of male and female behaviour. Yet, we've seen the powerful influence of women on the Indonesian automotive market, both cars and two-wheelers. That the reverse could also be true will be difficult for many to imagine. The facts reveal that men in Indonesia aren't that far behind the ladies when we focus on the pleasures of everyday shopping in Indonesia. These observations are based on Roy Morgan Single Source, Indonesia's largest syndicated survey now expanding to include over 27,000 respondents annually, projected to reflect 90% of the population over the age of 14.

Though there are twice as many women visiting the pasar (wet market), one in five men are out there grocery shopping as well. Though they maybe following instructions, 19 per cent of grocery buyers are indeed men. For just about everything else, they aren't very far behind the ladies. That includes the neighbourhood toko (small shop), the department store, the supermarket and the convenience store. Only in the clothing stores and beauty salons do women have a commanding share of regular visits. The obvious conclusion? Shopping is also entertainment, for many, regardless of gender.

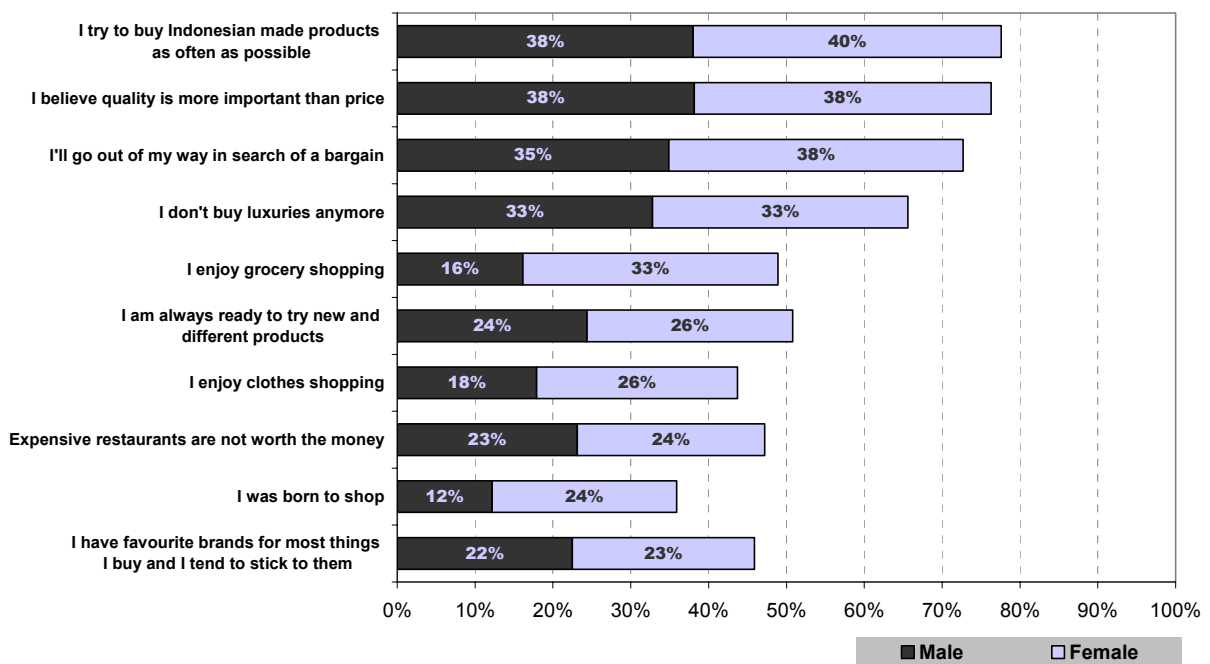
TOP 10 SHOPPING ACTIVITIES



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Their attitudes to shopping are similar. Indonesians are a very proud people. Almost 80 per cent of them try to buy locally made products, men just as much as women. Over 75 per cent of the country believes “quality is more important than price”, a view shared by shoppers of both sexes. Men chase “bargains” as much as women, with 73 per cent of the population keen on a good deal. Quality-Conscious, Value-Conscious, not Stupid. Two out of three people, regardless of gender, aren’t “buying luxuries anymore”, but the situation is noticeably better than it was in the months following the BBM price hike. On the other hand, as many as one in three people enjoy shopping so much that they believe they were “born to shop”. That includes one in five men. No wonder, Consumerism is the major driver of the economy in what is one of the largest markets in the world for Fast Moving Consumer Goods. Deeper analysis of the data will of course differentiate between cities, age and income groups but more importantly, it would reveal attitudinal differences between groups of consumers within the same product category.

TOP 10 SHOPPING BEHAVIOURS



The message to marketers is loud and clear. Obvious typecasting, old assumptions and simple demographic definitions can be so misleading that big opportunities can be missed, resources can be grossly misdirected. Today, savvy marketers and their agencies have realised that demographic definitions are meaningless not only for cellular products and services, but just about everything else. People intending to buy a motorcycle or an airline ticket, grocery buyers buying shampoo or milk, account holders switching out of a bank or a viewer switching channels aren’t understood by bald demographics alone. These diverse but distinct groups of consumers can be identified, quantified, qualified and reached cost-efficiently, without any guesswork. The converts to this new way of thinking are growing by the day. The biggest in the game aren’t necessarily the best. It’s an old adage I’ve always believed in, probably because I’ve always enjoyed being the underdog.

The contributor is an advertising professional turned researcher and consultant, based in Melbourne. He has lived and worked across the Asia Pacific region, including Indonesia. He remains a regular visitor. Debnath.Guharoy@roymorgan.com