

Consumptive Behavior of Indonesian: The Tendency of Jakarta's Citizens to Visit Malls Frequently

Authors : Abshari Nabilah Fiqi, Amira Eka Pratiwi, Sekar Ayu Dian Kusumaningtyas

Abstract : Indonesia is one of the developing countries in the world. However, people in Indonesia, especially in big and modern cities like Jakarta (the capital city of Indonesia), have shown some consumptive behavior. As an indicator, there are about 173 malls and department stores in Jakarta, and of course these malls and department store is always crowded by visitors. This study is trying to describe the dynamics of consumptive behavior that shown by people in Jakarta. We are trying to find out why Indonesian love to go to the malls and department stores despite the low income.

Keywords : consumptive behavior, hedonism, mall, shopping

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