



Asian Psychological Association

Dear Hetty Karunia Tunjungsi
Tarumanagara University

June 6, 2012

Submission Title : **PROFILING INDONESIAN CHINESE BELIEF IN SUPERSTITIONS**

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Presentation : oral Session

On behalf of the conference organizers, and the President Elect of APSyA (Asian Psychological Association), I am pleased to write that your proposal "PROFILING INDONESIAN CHINESE BELIEF IN SUPERSTITIONS," has been accepted for oral Presentation at 4th APSyA.

The Conference will be held in Jakarta, Indonesia, at the Tarumanagara University, from the evening of Thursday July 5 through Saturday, July 7 2012. The keynote speaker and plenary session will be on Friday morning and parallel panel sessions after that.

Deadline for Full Paper, June 15 2012.

Your name and paper title will be listed in the Programme upon payment of your registration fees. You can transfer to to:

1. Dollar, Mega Dollar, Utara Branch, No 01-151-20-20-00712-6, an Sandi Kartasasmita. SWIFT :MEGAIDJA
2. Rupiah, BCA Utara Branch No. 4820355780, an Sandi Kartasasmita/Denrich Suryadi

Thank you for participating in the Fourth APSyA 2012.

Best Regards,

Sandi Kartasasmita, M.Psi., CBA., CHA
President Elect

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Asian Psychological Association

Rundown:

Time/Day	Thursday 5 July, 2012
08.00 -	
09.00 -	Workshop Registration
09.00 -	
16.00 -	CBT Workshop
14.00 -	
17.00 -	Registration
17.00 -	
19.00 -	Opening Ceremony

Time/Day	Friday 6 July, 2012				
08.00 -					
09.00 -	Keynote 1 : Sarlito W Sarwono & Chok Hiew				
09.00 -					
09.15 -	Move to the paralel class				
09.15 -					
10.00 -	Room 1	Room 2	Room 3	Room 4	Room 5
10.00 -					
10.30 -	Snack				
10.30 -					
12.00 -	Room 1	Room 2	Room 3	Room 4	Room 5
12.00 -					
13.00 -	Lunch				
13.00 -					
14.00 -	Keynote 2 : Dexter Dasilva & Monty P Satiadarma				
14.00 -					
15.00 -	Room 1	Room 2	Room 3	Room 4	Room 5
15.00 -					
15.30 -	Snack				
15.30 -					
16.30 -	Room 1	Room 2	Room 3	Room 4	Room 5

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SUPERSTITIONS IN CONSUMER'S BUYING DECISION
A STUDY ON INDONESIAN CHINESE CONSUMERS

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Author Notes

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Extended Abstract

Introduction

In the context of consumer's buying decisions, there are considerable amount of superstitious consumers who bear in their mind that certain products will bring them good luck or fend off bad luck. They will sometimes become irrational, spending more money on product with a touch of lucky (such as number 8 or red color from Chinese traditions), and consequently put higher expectation on its performance (Kramer & Block, 2009; Mowen& Carlson, 2003; Simmons & Schindler, 2003). We have the fact that belief in superstitions can still be found easily in today's life, even in the modern society with adequate educational background (Arnio& Lindeman, 2005; Carlson et al, 2009; Guttentag&Havitz, 2010; Kramer & Block, 2008; Mowen& Carlson, 2003).

Motivation

Although studies have shown the effect of belief in Superstition on various forms of Chinese consumer behavior, most of them were conducted on Chinese consumers in their homeland and those who migrated in western countries. Furthermore, Vyse (1997) has confirmed that the belief in superstition can be easily found throughout the Asian community at large but research has not been explore much on Chinese consumers living in Asian countries, especially in Indonesia, Malaysia, Singapore, and many other countries in Asian region. Past research was highlighted

Chinese consumers in western countries which have different cultural backgrounds from their home country in the east. The growing of marketing practices within the last few years in Indonesia which use superstitious elements in the context of Chinese culture (through advertising, product design, sales promotion, and product pricing) prompting the need for research to corroborate the strategic use of superstitions in forming Indonesian Chinese consumer's buying decision.

Conceptualization

Previous studies about consumer's irrational belief about luck and product's being purchased supported that Chinese consumers have the most form of superstitions among other ethnicity in this world (Simmons & Schindler, 2003; Tsang, 2004). The purpose of our study was first to find the evidence of superstitions in Indonesian Chinese consumers which affect their buying decisions. The second purpose of our study then was to found the correlations between consumer's Believe in Good Luck (BIGL, adapted from Darke and Freedman, 1997) score and their trait of superstitions (adapted from Carlson et al, 2009).

Methodology

A survey of 178 undergraduate students was done to identify the property of superstitions among Indonesia Chinese consumers. We developed a set of questionnaires to measure the prevalence and consumers' belief about superstitions, consumers' belief in good luck and their superstitious trait. The list of superstitions were summarized from prior in-depth interview with some experts in Indonesian Chinese cultural study, Chinese history, marketing practitioners, and consumer behavior analysts, which then followed by a pilot study on 30 undergraduate students. Our preliminary study confirmed 36 lists of superstitions to be included in the questionnaires. All superstitions must fit the following criteria: 1) the form of superstitions are widely practiced among today's Indonesian Chinese consumers, and 2) the form of superstitions must have marketing implications, for examples have an effect on consumer's buying decision, can be applied in product advertising concept, can be used as product pricing strategy, etc. In the first part of the survey each consumer must give their opinions about the prevalence of each superstition in their surroundings. The second and the third part of the survey measured consumer's BIGL and their superstitious trait. Finally, consumer had to rate their belief in

superstitions on the same but different sequential lists they have in the first part of the questionnaires. We analyzed the data gathered in terms of gender, parental ethnicity, dominant culture, name pattern, and daily language. Consistent with prior studies on BIGL and trait superstitions, highly superstitious consumers will show higher BIGL score and trait superstitions score.

Findings

Using the top two box criteria, we then summarized top ten superstitions list. These 10 lists of superstitions will become our measurement of Indonesian Chinese belief in superstitions in the subsequent studies. This finding confirmed the evidence that in certain buying situation Indonesian Chinese consumers are using superstitions as one of their source of information in decision making, since all of superstitions lists we use in this study fitted marketing implication's criterion. We found moderate correlation between consumers' belief in good luck score and their superstitious traits. Our finding corroborates Darke and Freedman's BIGL's measurement (1997) and trait superstitions measurement from Carlson et al (2009). Finally, our study portrayed the Indonesian Chinese consumer behavior today, who still maintains certain kind of superstitious in their mind. Within the rising of Asian consumer's market, there is a substantial need to study extensively the marketing implications of Chinese consumers' belief in superstitions. The findings of this study can become supporting information to help marketers create the most suitable strategy for Indonesian Chinese consumers.

Keywords : Indonesia Chinese Consumers, Superstitions, Consumer Psychology, Consumer's Buying Decision

References

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Program Studi : S1 Manajemen
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Nomor : 115 /JM/FE-UNTAR/VII/2012
Hal : *Call For Paper* a.n. Hetty Karunia Tunjungsari
Lampiran : 1 (satu) lembar *acceptance letter* dan *extended abstract*

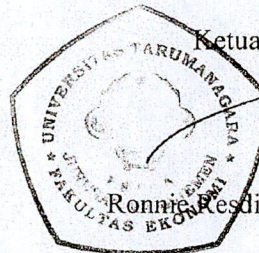
5 Juli 2012

Kepada Yth,
Bapak Dekan
Fakultas Ekonomi
Universitas Tarumanagara
Di tempat.

Sehubungan dengan telah diterimanya *paper* atas nama: **Hetty Karunia Tunjungsari, SE, M.Si** (dosen tetap di Jurusan Manajemen) dengan judul: **Superstitions in Consumer's Buying Decision: A Study on Indonesian Chinese Consumers** dalam International Conference Asian Psychological Association pada 5 Juli 2012 di Fakultas Psikologi Universitas Tarumanagara, kami usulkan agar *registration fee* dapat ditanggung oleh Fakultas Ekonomi.

Jika usulan ini disetujui agar dapat diberikan penugasan sesuai dengan ketentuan yang berlaku di Fakultas Ekonomi. Adapun biaya registrasi keikutsertaan dalam *conference* ini adalah **Rp 750.000,-** (no rekening terlampir).

Demikianlah, atas perhatian dan kerja sama yang baik kami ucapkan terima kasih.



Ketua Jurusan Manajemen

Ronnie Resdianto Masman.,SE.,MA.,MM

Tembusan:

1. Pudek I.
2. Pudek II.
3. KTU.
- ④ Kasubag Personalia.
5. Kasubag Keuangan.

file: Van Arisa
- file di file dok. ybe (Bu. Hetty R.TS)
5/7 2012