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" Profiling Indonesian Chinese Belief In Superstitions " By Hetty Tunjungsari

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0 As'an Psi logica1 Associa tion 'hPA Asian Psychological Association Dear Hetty Karunia Tunjungsari June 6,2012 Rundown: Tarumunugara University Submission Title PROTIUNG INDOI. 'ON CHINFSE BFUFF IN SUPERSTITIONS Time/Day Author(s): Hetty Karuna Tunjurigsor r' Susianto 08.00 - Contact Emalk hetty.kurunia@yul'o 09.00 Presentation oral Session 09.00 - 6.00 On behs f of the conference crc.' :", and the President Elect of APSyA (Aoian 14.00 - Psychological Association), I am md to write that your. proposal "PROFILING 17.00 INDONESIAN CHINESE BELIEF IN CU 'CI' I ONS," has been accepted for oral Presentation at 4 APsyA The Conference will be held in Jakart,, ndonesia, at the Tarumasagara University, from the evening of Thursday July 5 thre:"h Saturday, July 7 2012 The keynote speaker and plenary session will be on Friday rn r..g arid parallel panel sessions after that. Time/Day 08.00 - Deadline for Full Paper, June iS 201. 09.00 09.00 - Your name and paper title will t" 'ted in the Programme upon payment of your 09.15 registration fees. You can transfer In 09.15 ltiOO Dollar, Mego Dollar, USC Oranrh, No 01-151-20-20-00712-6, an Sandi 10.00 - Kartasusmita, SWIFT .MEGAI 10.30 Rupiuh, RCA Untur ltrar,ri 4520355750, an Sandi Kartasasm,ta/Desrich 10.30 Suryadi 12.00 Thank you for participating in the F" h APoyA 2012 12.00 - 13.00 Rest Regards, 13.00 - 14,00 19 Sndi Kartaoasmnita, M.Psi., CBA , CI 15,00 President Elect 15,30 16.30 Thursday S July, 2012 Workshop Registration Registration Op en ing Ce re ma fly Friday 6 July, 2012 Keynote 1: Sarlito W Sarworso & Chok Hiew Move to the paralel class ttoom 1 Room 2 Snack Rosnil __Roo:n2 Lunch [Room 3 Room 4 - Room S jRoom3 Room4 jRoomS_ - Keynote 2. Dexter Dasilvu & Monty P SatiacIarma -T----- Room3 __Fooml Snack Room3 Serreca ckt; i've ul t of Psych,,I.:c, . ' it ,TlafIjOiir,% On ye rsiI.v, lilol, H Sod Floor Secretariat: Fac-rrltv of Per'clralogv, 'farumersagara Un IveT rity, 1310, K 2nd Flm'r II. Latjr S 'nriyTn,, '. I',ogol - Weul Jakarta. 11440 .41. LrtjenS Parmn No.0, fJrr,gol - SVest .Iakrca, 11410 I neEI'll ± CI 51 5ef,1114 www.ppsvn.c-om Ti' ii i vc'T-l-elariareapnva.rolu www.apsya.com email: gecietariut" aI,nya.enIn SUPERSTITIONS IN CONSUMER'S BUYING DECISION A STUDY ON INDONESIAN CHINESE

CONSUMERS HettyKaruniaTunjungsaria and Harry Susiantob Author Notes
 HettyKaruniaTunjungsari is a Doctoral Student at the Faculty of Economics, University of Indonesia, Depok, Indonesia. She is also a fulltime lecturer at Tariimanagara University, Jakarta, Indonesia. Correspondence :hetty.karunian-yyahoo.com. HarrySusianto is a Head of Science Department at the Faculty of Psychology, University of Indonesia, Depok, Indonesia. Correspondence :hsusiantoyahoo.c.om.

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 sperstitions 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, V\ (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, aid 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 Carison 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 listsof 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 HAS 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 imphcatmns, for examples ha\ e 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 s9roundings. 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 BTGL'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

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 E-mail feuntar@tarumanagara.ac.id Nomor Hal T.ampiran : 06/JM/FE-IJNTAR/VII/2012 : Call For Paper an. Hetty Karunia Tunjungsari : I (satu) lembar acceptance letter dan extended abstract 5 Juli 2012 Kepada Yth, Bapak Dekan Fakultas Ekonomi Universitas Tarumanagara Di tenipat. 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 je 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. Manajemen
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