

BLACKBERRY: A NEW ONLINE SHOPPING ALTERNATIVE IN INDONESIA

Sakina Ichسانی

Faculty of Business & Management Widyatama University
Jl. Cikutra No 204 Bandung, Indonesia

e-mail: sakina.ichسانی@widyatama.ac.id

Abstract

The fast growth in telecommunication devices has enabled many people and businesses to always be connected. Since its arrival, Blackberry has been a new trend for Indonesians. The former and conventional ways of shopping are now considered too difficult to do. *Online shopping* is a strong shopping alternative that has slowly but surely become an urban lifestyle. People living in big cities need only to use their desktop computers, laptops, or even cell phones to be directly connected to the stores that provide their favorite goods and services. This phenomenon provides an opportunity for marketers to communicate their products because most of the time people stay in touch with each other through their cell phones. For sellers, online shopping has become a new and favorite trend. One of the reasons is because they do not have to open a store to display their products –they just need to display their products on their websites. They can use a network called *blackberry group*, display pictures, broadcast messages, or even update their social network status to communicate their products. Selling their goods using Blackberry is adopting online shopping using the internet. The method used is problem identification. This method is chosen to identify problems and business growth in online shopping, and adding to that, to explain the strength, opportunity, and threats in online shopping using Blackberry. The purpose of this research is to identify and to reveal trends in online shopping. In conclusion, business transactions via Blackberry have become a new trend in online shopping.

Keywords: Blackberry, Marketing Communication, Marketing Channel, Online Shopping

INTRODUCTION

The invention of Blackberry has made communication between people easier. Since the online shopping system was known in Indonesia, many people have been trying to be sellers. The demand and supply increase can be found in the online shopping system. People who want to sell and buy their goods and services can start a group consisting of people with the same interest and wants. This organization has many things to offer, and people can see it on the internet.

Cell phone demand grows every year. People can communicate very easily, anywhere and anytime. Since the cell phone invention, we can feel that there is no limitation between people. Especially since the Blackberry invention, people can do anything with their cell phones. All electrical devices can be found in Blackberry.

MATERIALS AND METHOD

Online Shopping

Online shopping is a virtual store that can be accessed by the internet. For conventional consumers, buying a product must be in a real store. However, not everyone has time to go to a real store. The differences between online stores and real stores are that online store goods prices are sometimes cheaper than the prices of real-stores. Second, online stores receive slower feedback when their customer ask question or criticize them. Finally, shopping at online stores is more comfortable because customers do not have to leave their place.

Communication

One of communication purposes is to inform our products to our consumers. We inform our products not limited to our existing consumers, but to all consumers including potential consumers. Companies want to make their consumers aware of them and their products. After they are aware about company product, they will consider buying the product. If they are happy and satisfied with the product, they will repurchase.

Marketing Communication

Marketing communication is an activity whose purpose is to promote companies and their products. If the companies want to sell their products to the consumer market, the promotion tools that can be used first is sales promotion and advertising. After that, they can use personal selling and public relations. On the contrary, if they want to sell their products to the business market, promotion tools used first are personal selling and direct marketing. Companies can then use sales promotion, advertising and or public relations. Marketing communication tools are advertising, sales promotion, public relations, personal selling, direct marketing, word-of-mouth, events and experiences.

Marketing Channel

Blackberry unites a lot of people to be in one group or to be a small organization. Reasons why sellers want to gather their customers are that they can gather information about their customers and competitors, develop and disseminate persuasive communications to stimulate purchasing, and assume risks connected to carrying out channel work.

Consumer marketing channels consist of four levels. Those levels are 0-level, 1-level, 2-level, and 3-level. 0-level connects manufacturers directly with end-users. 1-level contains a selling intermediary, such as retailer. 2-level contains two selling intermediaries, such as wholesaler and retailer. 3-level contains three intermediaries, such as wholesaler, jobber and retailer.

Consumer Behavior

Behavior can be defined as various actions that people perform to show how they feel and what they think and want. It can be shown in different ways. People who perceive these actions should realize, aware and give feedbacks to those people. By giving responses, this behavior can serve as an appropriate means of communication between two or more people.

Consumer behavior can then be defined as actions shown by potential or existing consumers to describe their opinions pertaining companies and products. This behavior begins when consumers search, decide, purchase, consume, evaluate until they decide to dispose or to repurchase products that will fulfill their needs and wants. Consumer behavior stresses on behavior, including when, why, and where they buy and use the products. Consumer behavior can be divided into two categories, i.e., personal consumer and organizational consumer.

Life Style and Social Class

Before we discuss about lifestyle and social status, it would better if we discuss first about personality. Personality can be defined as psychological characteristics that show how people react and respond to their environment. In consumer behavior studies, many things affect personality. Things influencing personality are personal background, generation, environment and temporary situation. Consumer behavior is influenced by consumer personality, age, life cycle, economic status, lifestyle and social class.

Lifestyle is homogenous behavior that is shown by groups of people in a region, city or country. This behavior affects what they think and do in their personal life or their social life. Based on VALS 1 (Value and Life Style 1) program, consumer group characteristics are divided into eight segments. These segments are Belonger, I-Am-Me, Survivors, Emulators, Experiential, Sustainer, Achievers and Socially Conscious. The next research in VALS 2, consumer group characteristics divide into Actualizer, Fulfilleds, Believers, Achiever, Striver, Struggler, Experiencer and Maker.

Social class is a segmentation of people or community. Social class divides people into layers of classes. The reason why people make social distinctions is because they have their lifestyle; moreover, those who manage to be a part of a higher social class will quite certainly be respected by people around them. There are seven types of social-class categories. These categories are two-category, three-category, four-category, five-category, six-category, seven-category, and nine-category social-class schema.

RESEARCH METHOD

This research uses problem identification method. This method is chosen to identify problems and business growth in online shopping, and adding to that, to explain the strength, opportunity, and threats in online shopping using Blackberry. This research describes the real phenomenon which happened in the Indonesian market. After that, we are going to analyze and describe this phenomenon. The writer collected literatures such as journals, articles, and book references.

RESULTS AND DISCUSSION

The Internet and Cell Phones Invention

Communication has always been an integrated and essential part of human life. Communication can be done in various ways, from verbal to written communication. The reason why people communicate is to share information that contains their needs and wants.

The way people communicate is by speaking, sending letters and using codes. A person communicates with another person not only with someone next to them, but also with someone far from him or her. Before the invention of analog and digital communication devices, people communicated by sending letters, but it has limitation. The biggest limitation is that it takes a long time to receive responds from our relatives. To reduce this limitation, people invented telephones. With telephones, they can reduce this limitation.

One of the biggest inventions that affect people in communicating is the internet and cell phones. By the internet, people can search and find all information that they need. By cell phones, people can communicate with other people just in time. Internet and cell phones invention makes people connected easier.

The internet is popular in Indonesia in the 1990s, and the growth for the internet gets bigger and more popular. By using the internet, people can find anything that they want to know. With the internet, people can share their information and their interest with other people. With the internet, people can share and find the latest news and trends, find new product that will be launched, find the most popular products, communicate by chatting, and send letters using emails. This situation has been seen by marketers. With the internet they can share their products. Marketers hope that they can increase their product demand, not only from one place, but also from anyplace. This phenomenon is known as online shopping.

The information devices that affect humans the most are the internet and cell phones. With cell phones, people can communicate anywhere, and there is no limitation in time and place. People now are easier to communicate with other people by using cell phones. They can talk to each other by calling their relatives using cell phones.

Since SMS (Short Message Services) was introduced, cell phones can be used by users not only to have direct calls with their relatives but also to send indirect messages. Cell phone functions have improved in the 2000s. Cell phones not only can be used to have direct calls and SMS, but also other information devices can also be found in cell phones. Cell phone producers want to make cell phones as complete as possible with functions such as organizer, calculator, camera, video camera and computer. Cell phones functioning like computers are explained in this paper.

Cell phones functioning like computers can be seen with internet applications in them. Before the internet can be browsed using cell phones, people who want to browse the internet only use their personal computers. This can be an online shopping weakness because online shopping needs people who can browse the internet anytime. Seeing this situation, cell phone invention is a good device which makes online shopping grow.

Blackberry is a smart phone which is known and liked by Indonesian people since the year 2000s. Basically, Blackberry and other smart phones have the same functions. The difference is Blackberry has specific applications that can be used only by Blackberry users. This application is Blackberry Messenger and Blackberry Group. Blackberry Messenger is a chat-like application that can be used only by Blackberry users. In blackberry messenger, we can change our display picture and our status immediately. This can be found by another user just in time. Blackberry Group is a kind of application which can make 30 people to be in one organization with the same interest and background. This application is commonly used for marketers to introduce their products. Blackberry group can be used as a new small community. Blackberry users can have more than one group. One user can have more than ten groups.

The demand for Blackberry in Indonesia grows very fast. When producers launch their new type of blackberry, they are always sold out. Blackberry is a new trend in Indonesia. Not only adults use Blackberry, but also children in their school age. Seeing this trend, marketers who use Blackberry see this opportunity to market their products. Marketers can build many Blackberry Groups, change their personal messages or change their display pictures to let their followers know about them.

Business Growth in Indonesian Behavior in Online Shopping

Indonesian internet users grow every year. These users do not always use the internet to shop; nevertheless, this is still a good opportunity to seller. By using the internet, they can see and predict their potential consumers. Over the past few years, the internet has become basic needs for those who search for information. They can find anything they need just by having a click on their communication devices. Indonesia's most favorite web search engines are Google, Yahoo, Facebook, Twitter, and many more. This means that this is a good opportunity for either sellers or buyers. For sellers, they can find their potential buyers only by promoting their products on their website. For buyers, it is likely that they go to malls that provide everything they need. They can choose various brands that suit their preferences at the numerous counters occupying the mall's space.

SWOT Analysis Online Shopping using Blackberry

In online shopping access, consumers and sellers interact through special websites. This interaction is an efficient way to organize and inform messages that can connect companies and their buyers. This behavior calls for a new business model. Online

shopping has its strengths and its weaknesses. Taking this phenomenon into account, company should think wisely when they want to choose their consumers and market.

The strength of online shopping using Blackberry is that it is easy to reach. First, they can be accessed and updated anytime and anywhere as long as there is an internet connection. Second, for some people, having Blackberry is a lifestyle and they are willing to become members of a lot of Blackberry Groups. Third, many people use Blackberry as part of their life because they think that Blackberry is a way of alleviating their social status.

On the other hand, the weakness of online shopping using Blackberry is, for some people, its price. The price of Blackberry is expensive. Second, the price range of the items sold in the Blackberry groups varies heavily. The same item, for example, can be sold at very different prices from one vendor to another. These differences can obstruct buyers' decision to purchase.

Every time a new Blackberry user uses online shopping means that a new opportunity is created because these newcomers tend to create new groups. Indonesian people do care about the way they look, and they do not want to be regarded as those of a lower social class.

The threat of online shopping using Blackberry is that Indonesian people are not quite adaptive to the latest products in communication technology. Furthermore, they tend to get bored easily, especially with products that cannot show variety and innovation.

Indonesian Shopping Lifestyle

Before our potential consumers decide to buy our product, they do some stages. This stage is called buying decision process: the five stage model. These stages are problem recognition, information research, evaluation alternatives, purchase decision and post-purchase decision.

Indonesian has unique characteristics compared to other countries. These are about their attitude, behavior and buying decision. Indonesia tends to have strict norms and different non-verbal communication not only from other people in the world, but also inside Indonesia's region.

Many Indonesians have not finished their formal education. This phenomenon makes Indonesian people tend to be less careful and emotional to decide, not only when they decide to buy a product, but also in making critical decisions that can affect their life. Indonesians also categorized as sociable people that tend to always create groups, in which every group has a leader. This leader is very honorable and respected by his/her followers. Along with this characteristic, the effective promotion tool is word-of-mouth.

Indonesian people have 10 unique characteristics (Handi Irawan). These characteristics are:

- 1) Indonesian people tend have short retention. They tend to focus on short time benefits. This happens because of their education and eating habit.
- 2) Indonesian people tend to not to plan their life. They let everything flow the way it is.
- 3) Indonesian people tend to live in close groups.
- 4) Most Indonesian consumers cannot adapt quickly to new technology
- 5) Indonesian consumers are likely focus on the context than the content
- 6) Indonesian consumers like to consume import goods and services.
- 7) Indonesian people tend be religious
- 8) Indonesian people tend to flaunt quite intensely
- 9) Indonesian people are likely to be influenced by sub-culture
- 10) Indonesian people tend to not to care about their environment.

This phenomenon can be changed in the future. Now Indonesian people are more sensitive and adaptive in changes. Now they like something practical. When they decide to buy something, they want something that is easy to reach and close to their location. This behavior is very suitable with online shopping market.

Blackberry as New Type in Marketing Communication

Marketing communication tools are advertising, sales promotion, public relations, personal selling, direct marketing, events and experiences. Blackberry can be used as a tool that contains almost all marketing communication tools.

The practical application of Blackberry in advertising is that sellers can broadcast their products to all of the names in their phone lists, sellers can change their personal messages, display names and display pictures of the products that they promote. Sellers can also enclose their message concerning their promotion and special offers.

Blackberry as New Type in Distribution Channel

By using Blackberry, sellers can sell and market their products directly without any intermediaries. However, not all sellers have Blackberry or use Blackberry to market their products. Some sellers think that it is better for them to use the conventional marketing style. Wholesalers use their cell phones just to call their retailers, and they do not use that to communicate directly with their customers. In their opinion, if they want to market their products, they should have a store or a space to showcase their goods.

Nevertheless, right from the emergence of online shopping using the internet, there are many people trying to market their products through the internet. On the internet, there are virtual stores that can be used by sellers to market their products. Seizing this opportunity, many Blackberry users, including sellers, try to market their products through Blackberry. This behavior, however, do not apply to all wholesalers and retailers. The biggest weakness is that sometimes selling products directly at a physical store can be cheaper than selling products at a virtual one. The reason is that some sellers buy their products from retailers and they sell them through their Blackberry.

Future Growth Online Shopping using Blackberry

Marketing product using Blackberry can still be even higher. Blackberry user in Indonesia now is 5million users. Research in Motion (RIM) has targeted that Indonesian Blackberry user will be 9.7million users. The reason why this phenomenon prevails is that the demand for Blackberry is still high. Adding to that, the demand in Indonesia for the latest communication devices is still high and growing. One of Indonesia habits that can be a reason why communication is very important in Indonesia is because Indonesian people want to stay closed to their relatives. With these communication devices, they can always stay connected and be closed with their relatives.

Besides, there is a strong trend that indicates that Indonesian people tend to be entrepreneurs. Ironically, they still show weak signs of entrepreneurship. Many people still think that being an entrepreneur is the same as being a seller. An entrepreneur should be more of a marketer than of an ordinary a seller.

CONCLUSION

Indonesia is one of the biggest communication device users. Indonesian shoppers tend to opt for something within their closest reach, and they also tend to be hasty and emotional. Therefore, the demand for the latest and the most sophisticated is very high and lucrative, including the Blackberry demand. Blackberry has a competitive advantage over

its competitors. The most unique aspect in Blackberry is its Blackberry Messenger and Blackberry Group that can be accessed and updated anytime. This strength has provided an opportunity for sellers. With Blackberry, they can promote their products. By using Blackberry, sellers can promote all goods and services they have. The most popular goods offered are clothes, foods, cars, car parts, et cetera. With Blackberry, they can reduce the role of intermediaries. The purpose this new kind of distribution channel is to reduce channel costs although it is not always guaranteed that the consumer's price will always be cheaper. Nevertheless, Blackberry has connected people from difference places. If sellers can take this great opportunity to reach their customers, marketing products by Blackberry could be better and promising. Buyers, on the other hand, should always be careful and cautious about the products they want to buy.

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