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The writer would like to receive inputs and feedback about this thesis. The writer hope this thesis will add to the knowledge of online shopping in Indonesia.

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Susanto
ABSTRACT

The change in technology is very rapid, especially in Internet. It is possible for us now to shop online. The convenience is the key to shop online. Many customers try to shop online for this reason. It is interesting to find that online transactions are very small in numbers in Jakarta. On the other hand, toy industry is getting bigger and bigger. With its big younger population, Indonesia is a big market for toys. It accounted for about USD 16.2 millions in 1998 alone, and is getting bigger.

This study tries to find the potential to sell toys online using the consumer behavior approach. The factors are: perception, learning, memory, motivation, personality, emotion and attitude. This research is done using questionnaire to find the Jakarta consumer’s behavior. It turned out that perception, learning, memory, motivation, emotion and attitude are important factors that affect the intention of buying toys online. Personality on the other hand turned out not to be the factor that affect the intention of buying toys online. This should give an interesting start for the companies that deal with selling toys online.

Understanding each of these factors could help an online toy store to better understanding the consumer behavior in Jakarta. It is a big market in Jakarta, and the understanding of these factors will surely be a competitive advantage of the company.

Keywords: shopping online, consumer behavior, toys, marketing channel
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