

**BINUS UNIVERSITY INTERNATIONAL**  
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**Major Marketing**  
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**INDONESIAN STUDENTS SHOPPING MALL BEHAVIOR: AN  
EXPLORATORY STUDY**

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**ABSTRACT**

**Objectives**

This paper aims to examine the consumer behaviour, particularly Indonesian shopping malls behavior. The result will be helpful for mall management or marketer in terms of understanding Indonesian consumer behaviour. In this paper, there are also comparison between Indonesian and Malaysian consumer behaviour to see the similarity between those two Asian countries.

**Method**

We use 200 samples consist of students from approximately four universities in Jakarta area. The respondents filled in a set of questionnaire to assess the mall-shopping habits and shopping orientation of young adult in the country.

**Results and Conclusions**

The study showed that Indonesian students were stimulated to visits shopping centre primarily by first, the aesthetic dimension which includes interior design and the environment of the malls. Thus, malls as a place to socialize are in the second place. Malls as one-stop shopping centres, in the opinion of the respondents are in the third place.

**Keywords**

Consumer behaviour, Shopping Centres, Cross cultural studies, Indonesia.