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Segmentation Analysis of Retail Store Customer Based on Impulse Buying Factors and Demographic Profile: Case Study on Matahari and Ramayana in Malang City, Indonesia

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Abstract:

The decline in retail growth currently raises many new challenges. It makes some retailers close their offline outlets. This causes all retail business players to need to understand their consumer behavior. One of the consumer behavior is impulse buying, which is 62% in every consumer shopping activity. This research aims to create a customer mapping based on demographic aspects and impulse buying factors retail brands in Malang City. In this study involving 2 retail objects, namely Matahari with a total sample of 213 respondents and Ramayana with a total sample of 168 respondents. The analytical tools in this study use cluster analysis, cross tabulation, and multidimensional scaling. The results of this study found that there were 4 clusters for each research object. Matahari has 4 clusters namely Picky Impulsive Segment, Seasonal Impulsive Segment, Hyper-impulsive Segment, and A Fashionable Segment. Ramayana also has 4 clusters namely Convenience Focus Impulsive Segment, Simple Impulsive Segment, Hyper-impulsive Segment, Un-Impulsive Segment.

Keywords: Impulse buying, demographic, segmentation

1. Introduction

Retail growth in the first semester of 2017 only reached 3.7% even though previously it could reach 10.2%. The Retail Development Index 2017 issued by AT Kearney said that Indonesia was in the eighth position in the world, which previously was included in the world's top five (kompas.com, 2017). According to exposure (Kadata.co.id, 2017). This can occur because of the sluggish domestic economy accompanied by a decline in people's purchasing power. Until now approximately 25 retail companies in Indonesia. The increasingly widespread retail competition in this era of globalization has caused so many problems. The supermarket industry is facing so many challenges caused by globalization, internal and external competition (McNeil, 2006).

The occurrence of this phenomenon is formulated because of the emergence of various online sales activities that have changed purchasing behavior. Some of the reasons that caused this phenomenon was due to lifestyle changes, weakening purchasing power, economic slowdown, and finally the offline shopping shift to online (Purnomo, 2017). However, in fact, until now online shopping has not shifted the way of offline shopping (Prabowo, 2017). According to the Indonesian Minister of Trade, Enggartiaso Lukita said that currently, the conditions of online and offline stores are not experiencing problems. It is precisely at this time, between the two still experiencing growth. At present, the development of online business has no negative impact on sales in the offline retail business. On the other hand, not all consumers also feel satisfied with shopping online. Touching the product directly, feeling the product sample, stinking directly and even driving a test for a vehicle can trigger the desire to buy a product (Faber & Vohs, 2004).

One of the first steps in forming a marketing strategy is to segment the right for its customers. Segmentation is a process of dividing the market into the same group of consumers and choosing the group that is best served by the company (Peter & Donnelly, 2006). The aim is to enable the company to concentrate on making a happy group of consumers with similar needs rather than trying to make all consumers happy. Smith in Lin (2002) says that the concept of market segmentation is an integral part of modern marketing today. Segmentation can be one of the benchmarks in carrying out a company's marketing strategy going forward because the overall characteristics of the target market that is served have been recognized. So as to form strategies such as promotions, selection of distribution channels, determining marketing media will be easier to determine. Gender, age, income, and education are traditional demographic variable that can be used to explain the characteristics of the sub-market and make a key factors classification from the market segment (Lin, 2002). Therefore, this study aims to provide customer segmentation for modern markets demographically and impulse buying factors.

2. Research Methods

2.1. Research Model

Based on different objectives, research can be chosen as applied research and basic research. This research includes basic research or called fundamental research, namely research to produce basic knowledge by trying to understand how the problems that occur in the organization can be solved (Suharso, 2009). This study uses a quantitative approach with a type of exploratory research. Quantitative research is the process of finding research results or knowledge that uses data in the form of numbers as a tool to analyze information about what researchers want to research (Kasiram 2010). Explorative research is research by conducting searches, especially in strengthening concepts that will be used in a broader scope with a larger conceptual range (Joseph, 2017). Explorative research is an initial study that aims to get an overview of a research topic that will be examined further (Morissan, 2017). So the research design will be illustrated in the figure Retail Segmentation Based on Impulse Buying Factors and Demographic Profile

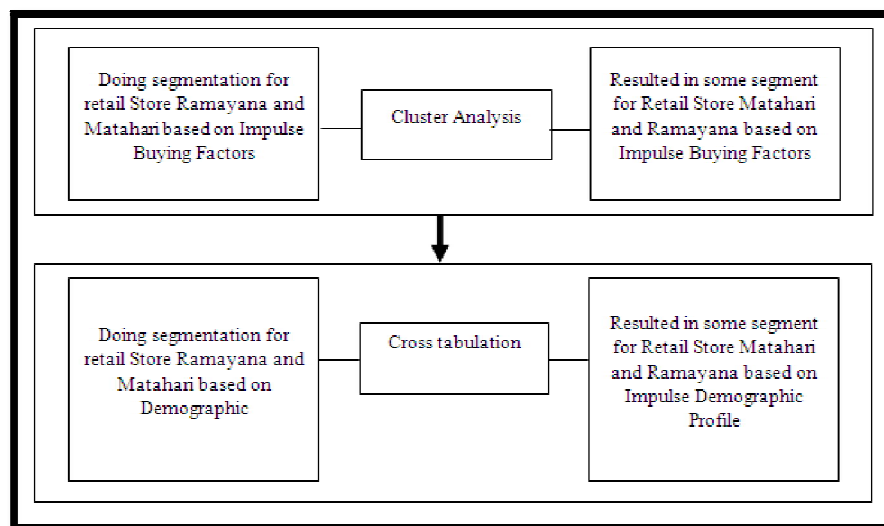


Figure 1: Research Model Retail Segmentation Based on Impulse Buying Factors and Demographic Profile

2.2. Data Collecting and Analysis

The object of this research is 2 retail stores namely Matahari and Ramayana in Malang City. This data collection technique is by distributing questionnaires to a number of respondents that have been determined. Based on the sample calculation using the Daniel & Terrel formula, the number of samples needed in the study is Matahari as many as 213 respondents and Ramayana as many as 168 respondents. The measurement in the questionnaire uses a scale with 7 scales. The aim is to make it easier to identify between clusters. Based on the purpose of the study, this study uses a K-Means Cluster, cross tabulation, and multidimensional scaling as an analytical tool.

3. Result

A good cluster is one that has high heterogeneity between clusters, and similarities in characteristics to members in a cluster. So, here are the results of the anova test that show differences between clusters. The smaller number of sig indicates that there's a difference between each cluster

Anova				
	Matahari		Ramayana	
	F	Sig.	F	Sig.
Store Size	17.459	.000	11.535	.000
Store Design	4.254	.006	5.517	.001
Discount	14.716	.000	11.082	.000
Special Price	19.697	.000	14.105	.000
Clear Sales Info	5.119	.002	9.942	.000
Sales Person Appearance	12.132	.000	13.931	.000
Influence of Family	6.994	.000	7.075	.000
Influence of Friend	8.394	.000	5.247	.002
Crowd of People	16.631	.000	12.549	.000
Crowd of Merchandise	19.018	.000	18.962	.000
Sound of Music	14.791	.000	26.926	.000
Product Sampling	14.212	.000	10.324	.000

Anova				
	Matahari		Ramayana	
	F	Sig.	F	Sig.
Shopping Convenience	27.075	.000	5.255	.002
Access	24.365	.000	29.359	.000
Good Facility	31.631	.000	16.273	.000
Usage Of Technology	23.861	.000	16.434	.000
Product Variety	20.890	.000	12.791	.000
Number of Product	19.813	.000	15.717	.000
Impulsiveness	6.616	.000	11.703	.000
Enjoyment	7.052	.000	6.063	.001
Hedonism	7.692	.000	9.805	.000
Fashion	29.977	.000	19.476	.000
Emotion	16.329	.000	13.112	.000
Normative Evaluation	6.856	.000	6.755	.000
Variety Seeking	8.821	.000	11.622	.000
Self-Identity	43.213	.000	21.028	.000
Product Involvement	5.502	.001	9.080	.000
Time Availability	36.775	.000	26.746	.000
Money Availability	45.682	.000	15.969	.000
Product Characteristic	22.110	.000	7.078	.000
Fashion Product	5.653	.002	6.851	.000
New Product	22.397	.000	7.374	.000

Figure 2: Tabel Result of Anova Test

3.1. Hypothesis

Ho = There is no difference in the average variable of the study of the four clusters

Ha = There are differences in the average variable of the study of the four clusters

Basic Decision Making

Sig > α , then Ho is accepted

Sig < α , then Ho is rejected

So, based on the data obtained, the overall sig value is less than α which is 0.05. So that it can be concluded that Ho is rejected, which means that there are differences in the average variable of the study of the four clusters.

Final Cluster Centers								
	Matahari				Ramayana			
	Cluster				Cluster			
	1	2	3	4	1	2	3	4
Store Size	3.41	5.15	4.90	5.26	4.08	5.56	5.05	4.05
Store Design	4.83	4.92	5.71	4.70	3.92	4.37	5.16	3.69
Discount	5.18	6.40	5.90	6.47	5.46	6.34	5.57	4.54
Special Price	4.62	6.17	5.02	6.19	5.62	6.07	4.91	4.10
Clear Sales Info	4.09	3.92	5.04	4.53	4.92	3.41	4.93	3.79
Sales Person Appearance	3.36	3.94	5.29	3.70	3.46	3.53	5.45	4.92
Influence of Family	3.86	4.53	5.35	4.58	3.62	4.05	5.23	3.64
Influence of Friend	4.08	3.42	5.16	4.09	4.92	3.95	5.23	4.79
Crowd of People	3.14	4.11	5.35	4.91	4.50	3.71	5.14	2.82
Crowd of Merchandise	3.00	4.55	5.39	3.81	2.58	4.42	5.66	4.03
Sound of Music	2.65	4.55	4.55	3.72	2.27	4.15	5.68	4.33
Product Sampling	3.50	5.08	5.20	3.91	3.42	4.44	4.93	3.05
Shopping Convenience	4.98	3.55	6.25	4.37	4.85	3.92	5.14	3.92
Access	4.55	3.49	6.04	4.74	5.88	4.51	4.55	2.18
Good Facility	4.77	4.66	5.88	2.91	5.50	3.39	5.14	4.13
Usage Of Technology	3.27	4.42	5.55	2.95	2.85	4.29	5.82	4.64
Product Variety	3.67	4.00	6.06	4.07	3.46	4.41	4.75	2.62
Number of Product	3.92	3.98	6.10	4.02	3.50	3.41	5.59	4.79
Impulsiveness	2.92	3.66	4.16	4.16	3.00	3.83	3.73	1.92
Enjoyment	3.70	3.91	5.08	4.40	4.54	3.54	5.00	3.62
Hedonism	2.85	4.28	4.31	3.91	2.92	4.03	4.18	2.41

Final Cluster Centers								
	Matahari Cluster				Ramayana Cluster			
	1	2	3	4	1	2	3	4
Fashion	3.86	2.75	4.94	5.35	3.92	3.63	5.80	3.15
Emotion	4.42	3.77	5.78	3.65	3.54	3.81	5.59	4.97
Normative Evaluation	3.05	3.75	4.27	4.30	2.65	3.97	4.66	4.05
Variety Seeking	4.26	3.96	5.47	4.05	4.54	4.29	4.55	2.59
Self-Identity	1.61	4.13	3.73	4.53	2.23	3.78	4.95	2.97
Product Involvement	3.47	4.60	4.43	3.40	3.58	3.69	5.43	4.38
Time Availability	2.18	5.19	4.61	3.65	2.23	4.37	5.73	4.41
Money Availability	3.15	4.40	6.25	3.28	2.92	4.05	5.57	4.05
Product Characteristic	5.02	3.36	5.84	4.26	3.92	3.92	5.34	4.21
Fashion Product	4.11	4.15	4.53	4.44	4.38	4.49	5.07	3.33
New Product	2.44	4.17	4.25	4.72	3.38	4.14	5.02	3.31

Figure 3: Result of Final Cluster Center

The table above shows the characteristics of each cluster. Larger numbers indicate that the cluster members agree that according to them these factors can make them do impulse buying. Likewise, on the contrary, a low number in each cluster indicates that they disagree that these factors can make impulse buying.

Distances between Final Cluster Centers								
Cluster	Matahari				Ramayana			
	1	2	3	4	1	2	3	4
1		7.147	9.282	6.469		6.272	9.982	7.557
2	7.147		7.740	5.076	6.272		7.214	6.400
3	9.282	7.740		7.942	9.982	7.214		8.564
4	6.469	5.076	7.942		7.557	6.400	8.564	

Figure 4: Distance between Final Cluster Center

The table above shows the distance for each cluster. The high number shows that the clusters have very high differences. Likewise, the low number shows that the clusters have close differences. Based on this. The highest cluster distance on the Sun is in clusters 1 and 3. While the cluster distance in Ramayana is in clusters 1 and 3 too.

Crosstab										
		Cluster Number of Case								
		Matahari				Ramayana				
		1	2	3	4	1	2	3	4	
Gender	1.00	Count	4	8	13	4	5	15	12	13
		% within age	13.8	27.6	44.8	13.8	11.1	33.3	26.7	28.9
	2.00	Count	62	45	38	39	21	44	31	26
		% within age	33.7	24.5	20.7	21.2	17.2	36.1	25.4	21.3
Life Cycle	1.00	Count	26	23	15	15	15	30	23	23
		% within Life Cycle	32.9	29.1	19.0	19.0	16.5	33.0	25.3	25.3
	2.00	Count	5	2	4	6	6	12	12	11
		% within Life Cycle	29.4	11.8	23.5	35.0	14.6	29.3	29.3	26.8
	3.00	Count	4	2	9	0	1	3	1	1
		% within Life Cycle	26.7	13.3	60.0	0.0	16.7	50.0	16.7	16.7
	4.00	Count	6	5	7	5	0	1	1	0
		% within Life Cycle	26.1	21.7	30.4	21.0	0.0	50.0	50.0	0.0
	5.00	Count	19	15	7	11	3	11	3	3
		% within Life Cycle	36.5	28.8	13.5	21.0	15.0	55.0	15.0	15.0
	6.00	Count	6	6	9	6	1	2	4	1
		% within Life Cycle	22.2	22.2	33.3	22.2	12.5	25.0	50.0	12.5

Crosstab										
			Cluster Number of Case							
			Matahari				Ramayana			
			1	2	3	4	1	2	3	4
Occupation	1.00	Count	20	11	10	11	3	10	8	3
		% within Occupation	38.5%	21.2%	19.2%	21.2%	12.5%	41.7%	33.3%	12.5%
	2.00	Count	9	10	12	8	5	10	6	10
		% within Occupation	23.1%	25.6%	30.8%	20.5%	16.1%	32.3%	19.4%	32.3%
	3.00	Count	8	7	12	6	1	8	3	2
		% within Occupation	24.2%	21.2%	36.4%	18.2%	7.1%	57.1%	21.4%	14.3%
	4.00	Count	5	7	7	3	3	3	4	3
		% within Occupation	22.7%	31.8%	31.8%	13.6%	23.1%	23.1%	30.8%	23.1%
	5.00	Count	24	18	10	15	14	28	23	21
	% within Occupation	35.8%	26.9%	14.9%	22.4%	16.3%	32.6%	26.7%	24.4%	
Media Used	1.00	Count	1	2	1	0				
		% within Media Used	25.0%	50.0%	25.0%	0.0%				
	2.00	Count	44	25	31	24	22	48	37	34
		% within Media Used	35.5%	20.2%	25.0%	19.4%	15.6%	34.0%	26.2%	24.1%
	3.00	Count	12	12	14	10	1	8	3	2
		% within Media Used	25.0%	25.0%	29.2%	20.8%	7.1%	57.1%	21.4%	14.3%
	4.00	Count	3	1	2	2	0	1	0	1
		% within Media Used	37.5%	12.5%	25.0%	25.0%	0.0%	50.0%	0.0%	50.0%
	5.00	Count	6	13	3	7	3	2	4	2
	% within Media Used	20.7%	44.8%	10.3%	24.1%	27.3%	18.2%	36.4%	18.2%	
Social Media Used	1.00	Count	35	30	35	25	11	28	19	17
		% within Social Media Used	28.0%	24.0%	28.0%	20.0%	14.7%	37.3%	25.3%	22.7%
	2.00	Count	6	5	2	3	3	8	8	12
		% within Social Media Used	37.5%	31.3%	12.5%	18.8%	9.7%	25.8%	25.8%	38.7%
	3.00	Count	11	6	4	6	5	11	4	5
		% within Social Media Used	40.7%	22.2%	14.8%	22.2%	20.0%	44.0%	16.0%	20.0%
	4.00	Count	14	12	10	9	7	12	13	5
	% within Social Media Used	31.1%	26.7%	22.2%	20.0%	18.9%	32.4%	35.1%	13.5%	
Product Preference	1.00	Count	14	12	10	10	14	29	23	13
		% within Social Media Used	30.4%	26.1%	21.7%	21.7%	17.7%	36.7%	29.1%	16.5%
	2.00	Count	48	32	32	30	12	30	21	26
		% within Social Media Used	33.8%	22.5%	22.5%	21.1%	13.5%	33.7%	23.6%	29.2%
	3.00	Count	2	5	3	2				
		% within Social Media Used	16.7%	41.7%	25.0%	16.7%				
	4.00	Count	2	4	6	1				
	% within Social Media Used	15.4%	30.8%	46.2%	7.7%					

Figure 5: Result of Cross Tabulation

The table above shows the characteristics of each segment based on demographic profiles. These characteristics can be seen from a large number of cluster members in each choice of indicator items. The description of the indicator is explained further in the table below

Gender	1	Single
	2	Marriage
	3	Marriage, 1 child
	4	Marriage, some child
	5	Marriage, with matured child
	6	Marriage, with independent child
Life Cycle	1	House Wife
	2	Entrepreneur
	3	PNS
	4	Employee
	5	College Student
Occupation	1	Newspaper
	2	social media
	3	TV
	4	radio
	5	Friends
Media Used	1	Instagram
	2	twitter
	3	YouTube
	4	Facebook
Product Preference	1	Shoes
	2	Cloth
	3	Accessories
	4	Makeup

Figure 6: Information of Cluster Tabulation

4. Discussion

Creating a customer segmentation based on impulse buying is an effective way to form a marketing strategy. In harmony with the theory (Mattila, 2006) that retailers are now aware of the impulsive purchasing power that is the focal point in a variety of purchasing activities. In fact, this unplanned purchase has a high percentage of purchasing activities. In addition, (Kucukusta, 2014) said that segmentation can help managers to provide a better understanding of the nature of the market so that it can build products that are suitable for various types of different target markets. Each of Matahari and Ramayana formed 4 segments with demographic characteristics and factors that triggered impulsive purchases according to them. Therefore, the following is the segmentation of the two research objects, namely Matahari and Ramayana.

4.1. Matahari Customer Segmentation in Malang City Is Based on Impulse Buying Factors

4.1.1. Cluster 1

The cluster considers various kinds of discounts offered by Matahari as one of the factors that make them buy various kinds of products that are offered non-randomly. This is in line with research (Schiffman, 2010) which says that at current retail stores unplanned purchases are considered relevant to the current shopping scenario with promotion promotions such as discounts. Product characteristics are also a trigger factor for impulse buying at Matahari, according to this cluster. For example, existing products have quality, materials needed or desired by customers, so customers in this cluster will be able to buy spontaneously. According to (Schifman et.al, 2010) also said that functional benefits can also trigger the phenomenon of unplanned purchases. This cluster, there are not too many factors that they think can cause impulse buying. Based on the overall results of the respondents in this cluster, it is seen that to buy impulsively there will be many customers. Supported by numbers on questions about impulsivity, and the average answer from them was doubtful. So it can be concluded that this cluster is indeed not a category of people who are impulsive in making purchases. Demographically, this cluster has a majority of female students and is single. However, some of them, there are also housewives who already have adult children. Most of them will buy clothes as impulse purchases. In general, in this cluster, they often access Instagram social media as a medium to get information. Therefore, customer segmentation for cluster 1 is called the Picky Segment.

4.1.2. Cluster 2

According to this cluster, the size of stores owned by Matahari is something that causes them to do impulse buying. The wider the store, it will trigger the emergence of impulse buying for this cluster. Mattila & Wirtz (2008) also found that the store environment including store size positively affected accidental buying behavior. Like cluster 1,

members of this cluster also consider discounts as a trigger for unplanned purchases. Especially with the presence of various attractive offers, such as buy one get one that is no stranger to be found on the Sun. It is also an important factor for this cluster when they buy spontaneously. Cluster members will be very happy with the product sample. The existence of this product sample will be able to trigger impulse buying for them. In accordance with the opinion of (Yu & Bastin, 2010) that product samples can increase product purchases accidentally. In addition, something that is not less important than a number of factors described earlier is, for them to do impulse buying, they need to have enough time. That is why time availability is one of the impulse buying factors for this cluster. The longer a customer spends time in the store, the higher the possibility of buying accidentally (Jeffrey & Hodge, 2007). When viewed from the average answer in the questions about impulsivity, they do admit that they have a segment that is quite impulsive in buying.

Based on demographic characteristics, the majority of them were female students. Regarding access to information through the media, Instagram becomes their choice. According to this cluster, the items they often buy accidentally are clothes. So based on this profile, this cluster is a Seasonal Impulsive Segment

4.1.3. Cluster 3

This 3rd cluster is a cluster that can be said to be so impulsive in making a purchase. Customers in this segment will be easily influenced to make purchases inadvertently, this is because of the overall factors, they provide answers that they agree with these factors can trigger impulse buying. Like most consumers who like discounts and attractive offers, the cluster also recognizes that these two factors can cause impulse buying for them. Ramaswamy & Namakumar (2009) said that customers will be logged off to make purchases accidentally when they see an item with a discount.

Clear information and attractive appearance from a salesperson can also make this segment buy goods without being planned in advance. The more crowded a store, both crowded because of the large number of visitors or crowded with display items, will further trigger members of this cluster to make unplanned purchases. Mattila & Wirtz (2008) said that there are social factors that can affect spontaneous purchases, namely friendliness of employees and also the level of the crowd felt by customers. This segment will also be easily influenced by people around them such as family and friends who may be shopping with them. Yu & Bastin (2010) say that the absence of friends during shopping can increase the possibility of buying accidentally.

Some cosmetic outlets often share testers with their customers, this can also trigger members of this cluster to buy accidentally. Ease of shopping like they do not have to bother to queue because there are many times to make payments, it makes them even more impulsive. Coupled with easy access to stores, there is no need to go through congestion, or the location can be accessed via GPS, it will increase the possibility of this cluster to make purchases without plans. Most stores now use various types of non-cash payments, by integrating technology. With technological developments such as self-service, innovative product displays at an airport can make customers more impulsive in making a purchase (Michael et al, 2010). Coupled with the availability of large quantities of goods and various variants, this cluster is of concern to buy accidentally.

Some consumers tend to make purchases accidentally when they are on certain emotional states, for example when they are on emotions that are not good they can restore their emotions to normal conditions by shopping. Generally, something like this happens to women. Sneath et al (2009) say that unplanned purchases can occur because of an individual's depression and the desire to improve moods. In addition, this cluster is not a customer who is too loyal to a brand so that the presence of various brands supported by product characteristics that really fit themselves will trigger them to make unplanned purchases. Finding a variation is indeed found to have a relationship with unplanned purchases (Sharma et al 2010).

Demographically, the members of this cluster are women with a single status and some of them are parents who already have adult children. Most of the members of this segment work as housewives, or even if they are single they are people who earn a living as civil servants or entrepreneurs. Instagram social media is the media they currently access. Like other clusters, the items they often buy accidentally are clothes. Therefore, this segment is called Hyper-Impulsive Segment

4.1.4. Cluster 4

The characteristics of customers who enter in segment 4 are those who are so interested in large-sized shops, because maybe for those stores with a broad size will facilitate their shopping activities. They are still the same as some other segment members who like discounts and attractive offers. If there are things, then they will easily make impulsive purchases. One thing that makes it different from other clusters is that members of this cluster are customers who are so concerned about fashion. Park et al. (2006) found that fashion influenced accidental purchase orientation when shopping. Regarding the demographic profile of this segment, most of them are still single students. This cluster often accesses Instagram social media. Clothes are items they often buy impulsively. Therefore, this segment can be said as A Fashionable Impulsive Segment

4.2. Segmentation of Ramayana Customers in Malang City Based on Impulse Buying Factors

4.2.1. Cluster 1

Members of this cluster are those who like discounts and attractive offers. The rest of the access to the store is also an important thing for them, for example, if a store has quite difficult access, the road to the store tends to have to pass congestion, so it will be difficult for the cluster members to make impulsive purchases. Supporting facilities in stores, especially Ramayana, in this case, are factors that they consider to be the trigger for impulsive purchases.

Demographically, the customers in this cluster are students who are single with clothes are the items they buy most often. For this reason, this segment is similar to one of the segments in the sun, namely Convenience Focus Segment.

4.2.2. Cluster 2

This cluster 2 member is generally the same as other clusters. They like discounts and attractive offers. The existence of these two things will greatly trigger the emergence of impulsive buying in this segment. Chaturvedi (2013), states that there are several factors that can affect unplanned purchases, one of which is discounts and attractive offers. In addition, the size of the store is also a point that makes this segment interested in buying accidentally.

Regarding demographic profiles, this segment is also dominated by single students. So, by sharing its characteristics this cluster is called Simple Impulsive Segment.

4.2.3. Cluster 3

Cluster 3 is similar to one of the clusters in the Sun. Those who have existing clusters say that almost all of the existing factors trigger impulsive buying. In terms of extraneous factors, store size, store design, and discounts are factors that they think can trigger unplanned purchases. In addition, the appearance of the salesperson is also their focus when buying accidentally. Members of this cluster are also easily affected by people who are shopping with them, for example, friends or family. When the store is crowded with people and also display items, this cluster will be easier to buy impulsively. Moreover, coupled with the sound of music that supports the store's atmosphere, it can also trigger them to make impulsive purchases. Product appearance and background music are important external influences (Verplanken & Herabadi, 2001). Ease of shopping, facilities, and also the existence of technology are also considered as factors that influence this segment to make accidental purchases. An example is the existence of a cashless payment facility. Omar et al (2001), said that the existence of a credit card and incentive for extra spending provides an opportunity for customers to make repeated visits to a retailer which will increase unplanned purchases. In addition, if members of this cluster encounter large quantities of goods, it will be easier for this cluster to buy accidentally. In the current marketing context, the existence of products can cause buyers not planned (Kumar, 2007). When viewed from internal factors from customers, members of this cluster are those who are very concerned about fashion and they are people who will shop without a plan on certain emotional states. Therefore, it is also natural that in this segment, they do not need to think too long to make a purchase decision accidentally.

When viewed from the situation and product factors, according to this segment, the time and costs that are owned are important for them to be able to make purchases without a plan. Situation factors affect unplanned purchases which include the existence of time and actual purchasing ability or perceived by customers (Beatty & Ferrell, 1998). In addition to the characteristics of the product, fashion products and also the presence of new products in a store, it also can make members of this segment compelling impulsively. Demographically, this segment is still dominated by female students who are single. Therefore, this segment is called hyper-impulsive segment

4.2.4. Cluster 4

Members of this cluster are quite unique in the other fields. Basically, they are not customers who like impulsive purchases. Because of all the factors they have, the members of this cluster provide enough answers. Customers in this cluster will make purchases impulsively only in certain circumstances. In demography, the profile of this segment are those students who are still single. Therefore, this segment is called an unimpulsive segment

Based on impulse buying factors, these clusters do indeed have different characteristics between clusters. However, demographically each cluster has the same tendency for its characteristics. This is in accordance with the theory of (Kotler, 2012) demographic variables are very important, coupled with operational variables and down to the personal characteristics of customers. This research divides customer segmentation based on demographic characteristics, added by segmentation based

5. Conclusion

Based on the results and analysis of the study. So, here are some conclusions from the research that has been done. Matahari Dept. Store has 4 segments formed based on impulse buying factors. The 4 segments are Picky Impulsive Segment, Seasonal Impulsive Segment, Hyper-impulsive Segment, and A Fashionable Segment. Ramayana has 4 segments formed based on impulse buying factors. The 4 segments are Convenience Focus Impulsive Segment, Simple Impulsive Segment, Hyper-Impulsive Segment, Un-Impulsive Segment. With an appropriate marketing strategy, the hope is to optimize the performance of a company. So that between Matahari and Ramayana it is necessary to plan an appropriate marketing strategy to be able to embrace all potential customers. Differences in characteristics for each segment require businesses to choose which segments they want to serve, tailored to the resources available at the company. With the segmentation, the market served will be in accordance with the company's capabilities.

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