

LEBARAN RITUALS AND CONSUMPTION PATTERN: A CASE STUDY IN SOUTH JAKARTA

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Abstract- Purpose- Lebaran is a religious celebration for Muslims all around the world. Each year in Indonesia, which is the home of the biggest Muslims in the world, Lebaran has become a major phenomenon that is affecting the Indonesia's retail and economic condition. The purpose of this research is to examine how Lebaran rituals affect consumers' consumption as shown in feasting ritual as part of Lebaran. This exploratory study examines three different groups: people who are hosting the Lebaran feast, people who visit, and people who do both. Design/Methodology/Approach- A quantitative research was done with distributing questionnaire to a total of 120 samples of married South Jakarta female with children. A descriptive analysis was conducted to compare the different result of the three different groups. Findings- The majority of all three groups spent 25% more on Lebaran month rather than their regular month. The host & guest group seems to spent more spendings on main feast than those from the host only the guest only group. For main feast, most decision maker are done by the mother alone. Most respondents from all three group also choose to shop main feast at Supermarket rather than traditional market. The shopping information was get from their own peers rather than traditional media. The variance of product is the most important attributes to a store according to all three groups. For small feast, the majority of customers choose to purchase their food rather than made it themselves. The spendings from those from the host group and host & guest group is more than those who are guest only. The majority from all three groups purchase their food through their friends rather than special order or the supermarket. The shopping information was also mostly from their peers. The shopping attributes priority was similar to the main feast, which is the variation of product. This result shows that the customer's social circle become an highly influential source for shopping for Lebaran. Research Limitations- This research is intended to explore the behavior of consumers and their consumption prior to Lebaran day. Due to the limitation of time and resource the sample taken might not represent the whole Indonesian behavior. The generality of the findings are limited to a certain area in South Jakarta. Practical Implications- Business owner can take benefit by starting a more personal marketing mix starting at the mother's social circle. The availability of a product also needs to become a priority for customers on Lebaran. Originality/Value- This study is applied in Indonesia which Islam is the majority religion but also a country who hold many traditional rituals. The topic is the Lebaran phenomenon which is a fuse between traditional culture and religious activities to find out the consumption tendencies of different type of Indonesian customer constitute the originality of this study.

Keywords: marketing

Introduction

Islam is the dominant religion in Indonesia. Muslims in Indonesia has the biggest population than muslims in any other country, approximately 88.2% of Indonesian embrace the religion. Thus, Indonesia is really affected by the muslims traditions and culture. Ramadhan is one of the most awaited month of the year, when all muslims will fast for the whole month. At the end of Ramadhan month, there are 2 days off to celebrate led Al-Fitr or more commonly known as Lebaran in Indonesia. Muslims in Indonesia usually celebrate this day by going shopping which resulted in increasing number of sales on some industries. According to Tempo Newspaper, the usual consumption of Lebaran will double revenues by 20-30%. There are some inevitable relations

between the developing culture of a nation towards the consumption. Some rituals are developed specifically in some country, whereas other people in another country who hold the same religion do not do the same rituals to celebrate the same day. Thus, the behavior of the consumer of Indonesia to anticipate Lebaran day is questioned for the present research. Lebaran has a major influence in the shopping behavior of Indonesian muslims. The relations between consumer behavior and rituals are inseparable. The rituals in Indonesia are generally public knowledge, however, there have not yet any research done focusing on the consumption of Lebaran itself. As a start to that cause, this research will focus on Jakarta as the capital city of Indonesia.

Methodology

For this research, the problem that needs to be addressed are to explore Lebaran and its effect on the consumption rituals. The research which was taken were both exploratory and descriptive studies. Exploratory was suitable for the problem because the Lebaran phenomenon is a broad subject and this research can give insight that can lead into smaller problem statements. The descriptive can give result to describe the characteristics of three different groups of respondents. By cross-sectional study this research is aimed to a one time research of a sample of element from the population of interest. This research used a quantitative measurement in form of questionnaire. The section is divided into three. Firstly, the demographic questions will separate the respondents into several group according to their regular monthly expense and their special month expense. The second part is to analyze the rituals of the consumers for greetings, which will be divided into three different groups; as a host, as a visitor, or both host and visitors. The third part is the consumption pattern. First of all, the data that will be collected is the percentage of expense for Ramadan season. This section is to show the priority of a consumption type for Lebaran day. Next, the consumption is divided into two types; big feast and small feast. Both will be analyzed according to the shopper decision making model, concentrating on the information gathering.

Population and Sample

The objective is to find a difference between the consumption of people who ritually do hosting, being guest, and do both of it. In this research, the sample would be taken from women at the age of 30-50, Muslims, married and lives in South Jakarta. This study focus on women because they are more concerned and involved with different aspect of Ramadhan as oppose to male consumers (Odabasi and Argan, 2009). Furthermore, it was suggested that women traditionally held more responsibilities related to children and housework (Laroche et al., 2000). The sample size is taken from a population of 146.097. With 9.98% of margin error and 90% of confidence level the sample size is 120 person. The sample was taken based on convenience sampling. It was distributed on 1st of August 2014. The sample was taken from the mother of college student and also distributed in social meetings. The questionnaire were handed out in form of printed papers and online questionnaires using google docs.

Findings

The respondents that are taking part of this research is consists of married female with kids at the age of 25-50 years old who resides at South Jakarta. The sample taken was 120 female. Below is the result:

According to rituals

Table 1. Categories of Rituals

Categories Ritual	N	Percentage
Host	17	14%
Guest	38	32%
Host + Guest	65	54%
Total	120	100%

The respondents are divided into three types; a host, a guest, and both host and guest. A host is people who had people coming into their house (open house), the guest type is people who only visit others, and the host & guest type is people who do both open house and also visit others. Along with this research, the three groups consumption behavior will be analyzed.

According to age

The respondents age are vary from the age of 26-65 consists of women who have children. From all three groups the majority of age is 46-55 years old. The least portion goes to the group 56-65.

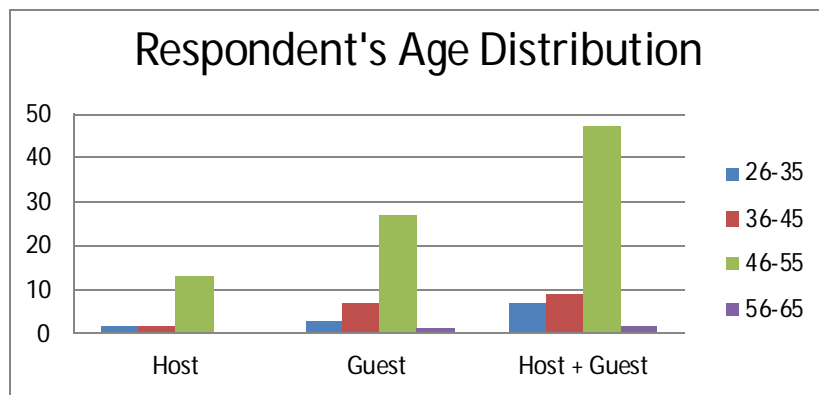


Figure 1. Respondents Age Distribution

Number of Children

The range of number of children of the respondents were between 1-4 children. More than 50% from the host group were consisted of 2 children. From the guest group, more than 40% also have 2 children. From the combination group the majority of respondents have 3 children. The least number of children from every group of respondents are 4 children.

Table 2. Number of Children

Number of Children	Host	Guest	Host + Guest
1	5	12	8
2	9	16	21
3	3	5	35
4	0	5	1

Regular Expenditure

The regular expenditure is the usual expense that the respondents will spend each month for their daily needs excluding any credits. The majority of the respondents have regular monthly

expenditure in the range of more than Rp15.000.000 a month (36% respondents). The respondents are all women with children, and are commonly known to take care of the household. Thus, the highest range of the expenditure is picked is because it is the expense of the whole household not the mother as an individual.

The result shows that in the host group, the majority are on the fourth range which is Rp10.000.000-Rp15.000.000, and the least is on the Rp1.000.000-Rp5.000.000 group. On the guest group, the majority is on the group Rp5.000.000-Rp10.000.000 and >15.000.000. On this current two group there are zero respondent with monthly expense Rp500.000-Rp1.000.000. On the last group which is the Host and Guest group, the majority of 28 people are from the highest expense, and the least are from Rp500.000-Rp1.000.000.

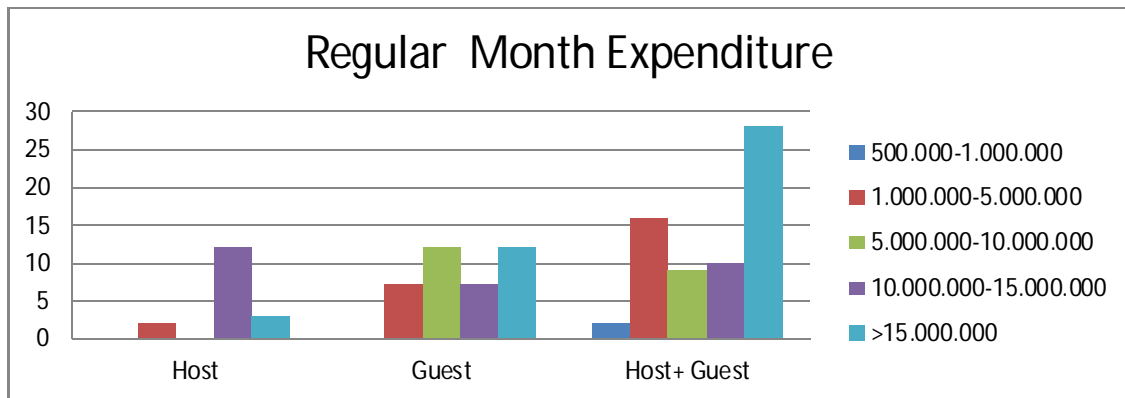


Figure 2. Regular Month Expenditure

Lebaran Expenditure

The Lebaran month expenditure shows how much changes does a respondents spend during Lebaran month than their regular expenditure. The majority of the total respondents spend 25% more than their regular month (54 people). The least respondents choice 100% more than regular month and also 200% more than regular month.

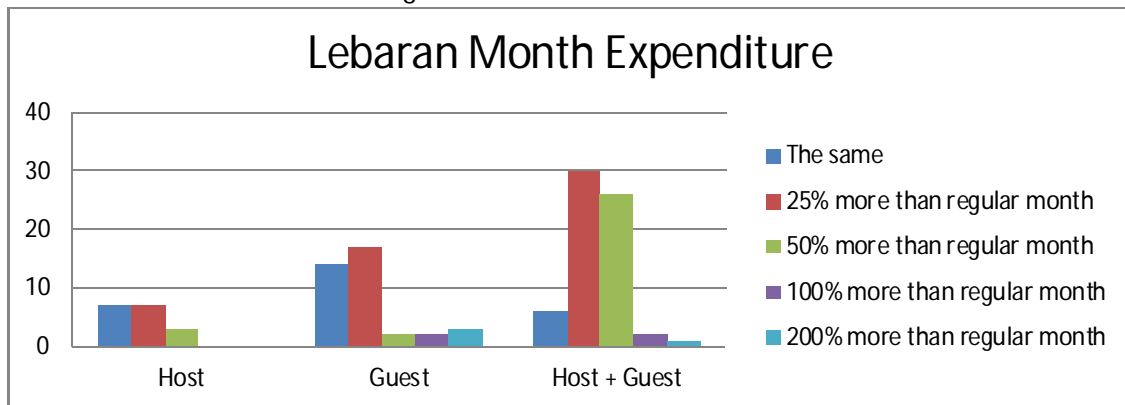


Figure 3. Lebaran Month Expenditure

On the host group most respondent spend the same or 25% more than their regular spending. A small number of respondent in this group spend 50% more than 50%. While no respondent from the host group choose bigger than this number. On the guest group the highest spend 25% more than regular month. The least respondents on the guest group pick both 50% and 100% more than regular month. On the guest group there are also a small number of the respondent who spend 200% more than my regular month. The majority of the third group, which is the host + guest group choose the option 25% more. Followed by a slight different of respondent who choose to spend 50% more than their regular month. The least respondent spend 200% more than their regular month.

Main Feast

Time for Main Feast Shopping

Shopping for main feast time is when the customers go to places to shop for the main feast. In this question, the majority of the total respondents shop 3-6 days before Lebaran. The least shop more than 30 days before Lebaran. The reason can be vary, but one of them can be because the expiry date of the main feast itself which cannot be no more than a month unless it was processed food.

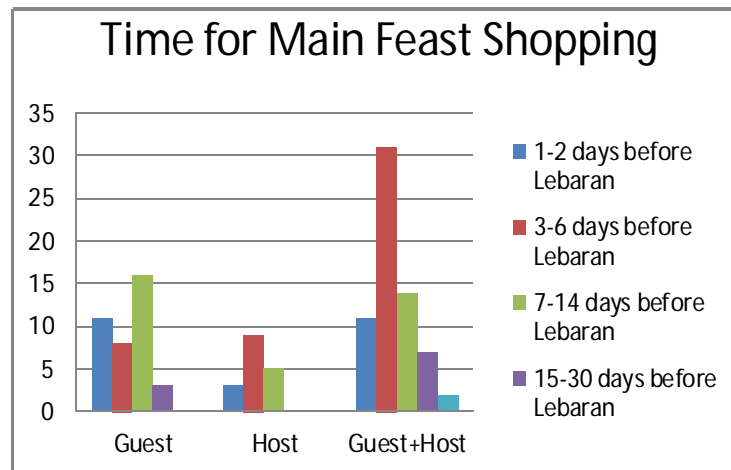


Figure 4. Time for Main Feast Shopping

Respondents who are host mostly shop their main feast 3-6 days before Lebaran, which is the same as those who become both guest and host. Meanwhile, for the people who become guest only, they usually shop 7-14 days before Lebaran. The least respondent from the guest group shop 15-30 days before Lebaran. For the host group, the least respondent shop 1-2 days before Lebaran. The third group, however, the least shop more than 30 days before Lebaran. The data shows that people who are from the host and the combination group shop relatively closer to Lebaran day than people who are from the guest group.

Spending for Main Feast

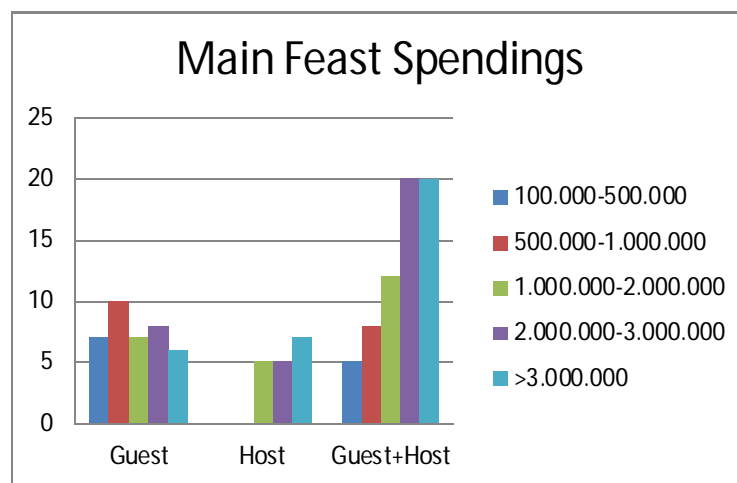


Figure 5. Main Feast Spendings

Spending for main feast means how much the respondents spend for the main course for Lebaran day. The majority of the total of the respondents spend more than Rp2.000.000-Rp3.000.000 and more than Rp3.000.000 for main feast. The least of the respondent falls for the Rp100.000-Rp500.000 range. For the people who become host, the majority spend more than 3 million Rupiah on main feast. The second group, the guest, majority picks the Rp.500.000-Rp1.000.000 and the least to more than Rp3.000.000. Guest + Host group majority spends Rp.2.000.000-Rp3.000.000 and more than Rp3.000.000. The least of the group spends Rp100.000-Rp500.000. The majority of the host group seems to spend more than those from the guest group. This data can be explained because those from the host group needs to serve food for their open house, rather than the guest group of whom serve main feast for their own family. Meanwhile the guest + host group spending are also relatively high because they need to prepare main feast for people who come into their house and also to themselves.

Main Feast Decision Maker

The Main Feast Decision Maker are the one who is making the decision on what kind of product and stuff they purchase. The total on the decision maker for main feast chart, the decision mostly falls to the mother alone. Followed by making the decision together with their husband and all the family member. For all the guest, host, guest + host group, all majority decision maker are the mother alone. The second highest number on the guest group are the household assistant who is making choices on products to buy. The host group however, the other categories falls into making the decision with their husband. Thirdly, on the third group, the second goes to all family member making the decision for the main feast. This result shows how marketers should target this women since they hold the final decision of purchase itself. It can also be explained that these women are also those who regularly do main feast shopping on regular day.

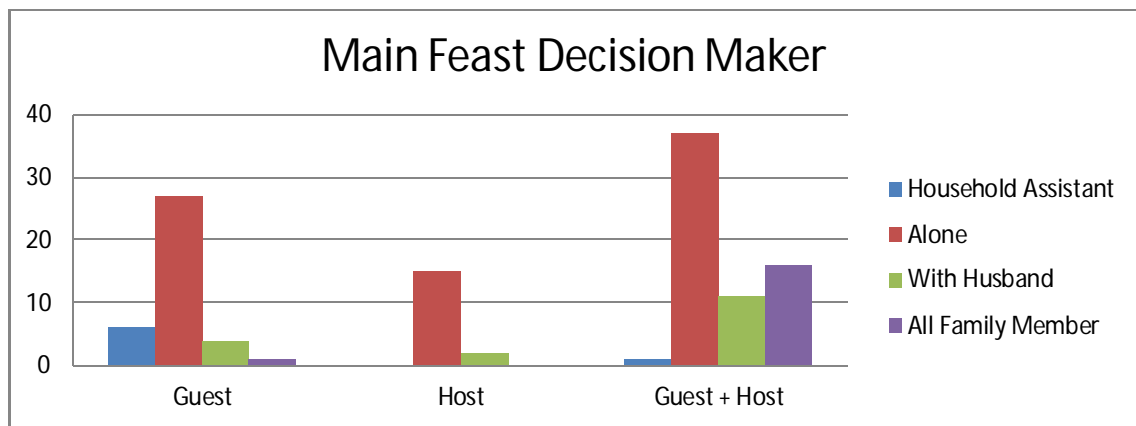


Figure 6. Main Feast Decision Maker

Main Feast Shopping Place

The majority of main feast shopping place according to the three groups are the Supermarket with over 50% respondents. On the second most favorite place for shopping for main feast is the traditional market with the host group relatively higher than the other two groups. On the other hand, there are also respondents who are from group guest and guest + host who choose to special order their main feast from restaurants or catering.

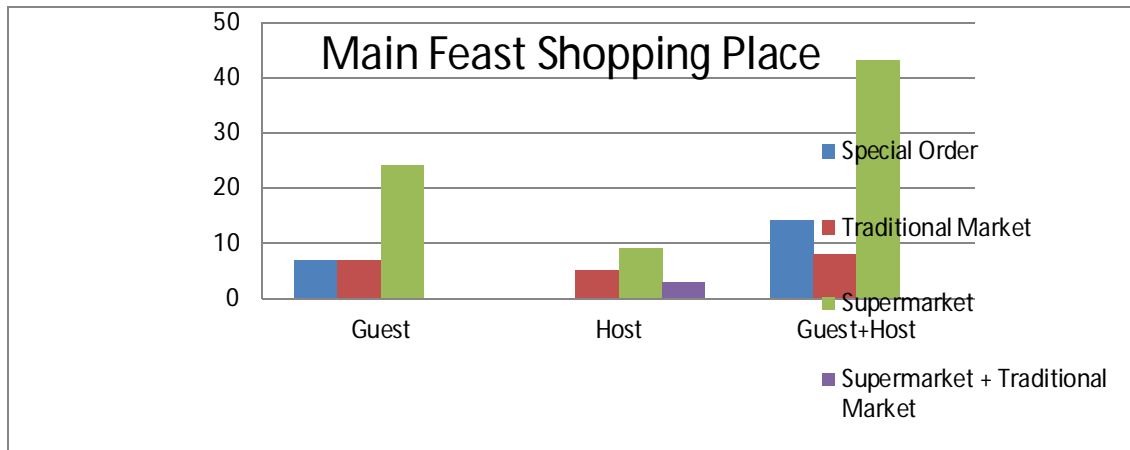


Figure 7. Main Feast Shopping Place

Supermarket can be picked as the most favorable shopping place by the majority of all three groups of customers because of the lifestyle of the Jakarta female itself. Living in the city, supermarket is the ideal place to get products since all variant of grocery can be found in one place. Coming back at the demographic data where the total majority of the respondents spends more than Rp10.000.000 a month, it can be seen that to middle class- upper middle class the supermarket is a more favorable option.

Main Feast Shopping Place Information

The shopping place information is where the customers heard about their shopping place. This information influence the respondents into finally going into a certain place for their choice of shopping place. The total majority of the respondents pick from friends, which means that they heard the place from their friends or recommended by their friends. The least media is from their own experience. Among the three groups, the majority of votes goes to the information from their friends. For the group guest and guest + host, the second place of information source is the newspaper. Even though most people choose to shop at a certain Supermarket, the result here shows that word of mouth are the most important source of information for the respondents, showing least people are attracted to television or billboard information. Looking at the data, it can be seen that the traditional marketing in where television are guaranteed to sell are not applicable to this case. The respondents feel the word from their friends are where they get most shopping information. In all three groups the votes are dominated with the mother's peers and surroundings.

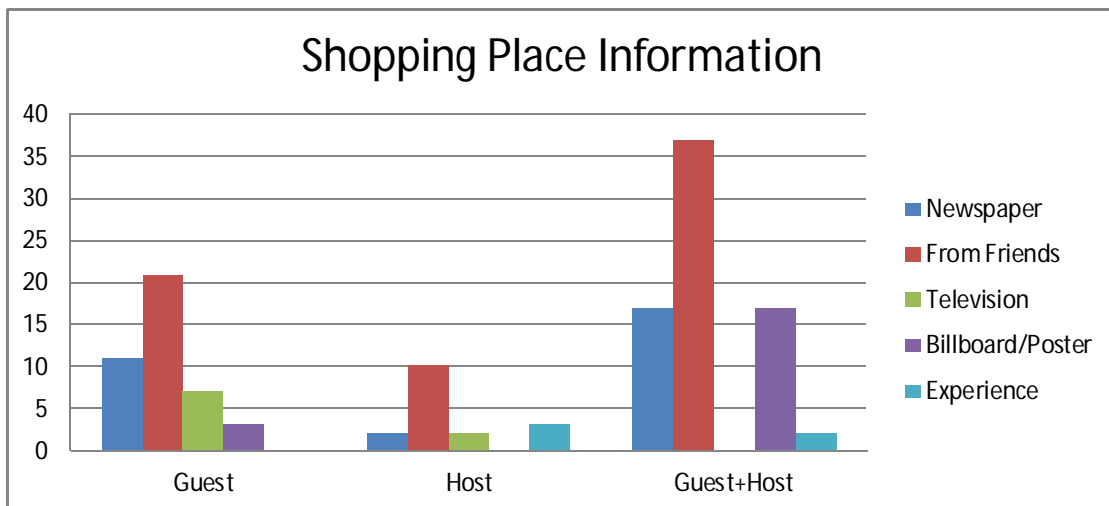


Figure 8. Shopping Place Information

Main Feast Shopping Place Attributes Priority

The main feast shopping attributes priority are the traits that the customer think is the most important and least important. The number 1 represent the most important and the number 5 represents the least important. Product shows variety of product, place means if the store is strategic, promotion means if the store provide special package, price shows how competitive a product price is and comfort shows how comfortable the store is. According to the data, the majority of the total respondents pick product and place as their most important attributes. The least according to the respondents pick comfort and promotion. According to the group, the host, guest and the host + guest group the majority of the group pick product as attributes that is most important. The option 5 for the host group goes for comfort. Meanwhile, the guest group pick promotion as the least important. The third group the least point goes for the price.

The result shows that majority of the respondents from all three group share a common important trait for the shopping which is the product. The result is sync with the result in the previous question where customers prefer to shop main feast at a supermarket than traditional market. In supermarket, the availability of products are a lot more and customers can get many things by shopping at one place rather than traditional market.

Table 3. Shopping Place Attributes

Shopping Attributes	Host Group Mode	Guest Group Mode	Host + Guest Group Mode
Product	1	1	1
Price	3	2	4
Promotion	2	5	1
Place	4	2	2
Comfort	5	3	2

Small Feast

Shopping Time for Small Feast

The shopping time for small feast is when the customers shop for the snack and deserts. On the total, 43% of the respondents shop for small feast 3-6 days before Lebaran. Followed with respondents who shop their small feast 7-14 days before Lebaran. The majority of the people from guest + host and host group picks 3-6 days before Lebaran to purchase for small feast. Meanwhile for those who become a guest only, chose further days to shop small feast at 15-30 days before Lebaran. From the group guest only and host only not one respondent purchase their small feast or snack 30 days prior to Lebaran.

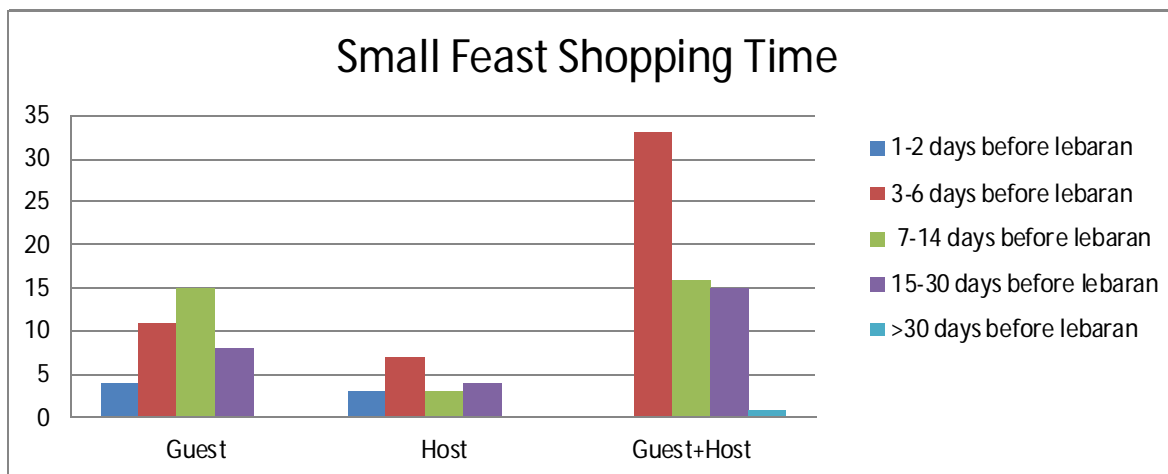
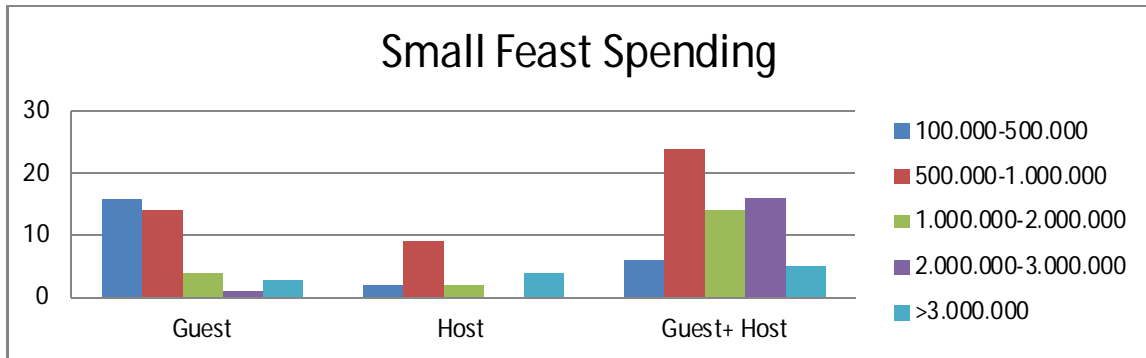


Figure 8. Small Feast Shopping Time

Small Feast Spending

Small feast spending is how much the respondents spend money on cookies, and other Lebaran snack. The traditional Lebaran cookies price are vary between Rp.30.000-Rp150.000 per package. From the total of the respondents, the majority spend Rp500.000-Rp1.000.000. Followed with people who spend Rp100.000-Rp.500.000. From the guest group, the majority of respondents spend 100.000-500.000 for their small feast. While Host group relatively spend more than the guest group with 500.000-1.000.000. From the third group, the majority spend Rp500.000-Rp1.000.000, followed by those who spend Rp2.000.000-Rp3.000.000. Small feast or Lebaran cookies are traditionally



served for guest. The host group spend more than the guest group since they have people coming over to their house, as oppose to the guest who spend small feast on personal needs.

Figure 9. Small Feast Spending

Small Feast Self Made/Buy

The small feast self made/buy is to find out whether the respondents cook their snake themselves or actually buy it. From all three groups almost 100% of them choose to buy their small feast elsewhere rather than cooking or baking it themselves. Although there are small number of respondents from the group guest + host who chose to cook themselves.

Small Feast Shopping Place

The small feast shopping place is where the customers get their snack or dessert. The majority of the total respondents choose to special order their snack. Special order can be from a restaurant, bakery, or catering. The second favorite place to buy small feast is from their own friends.

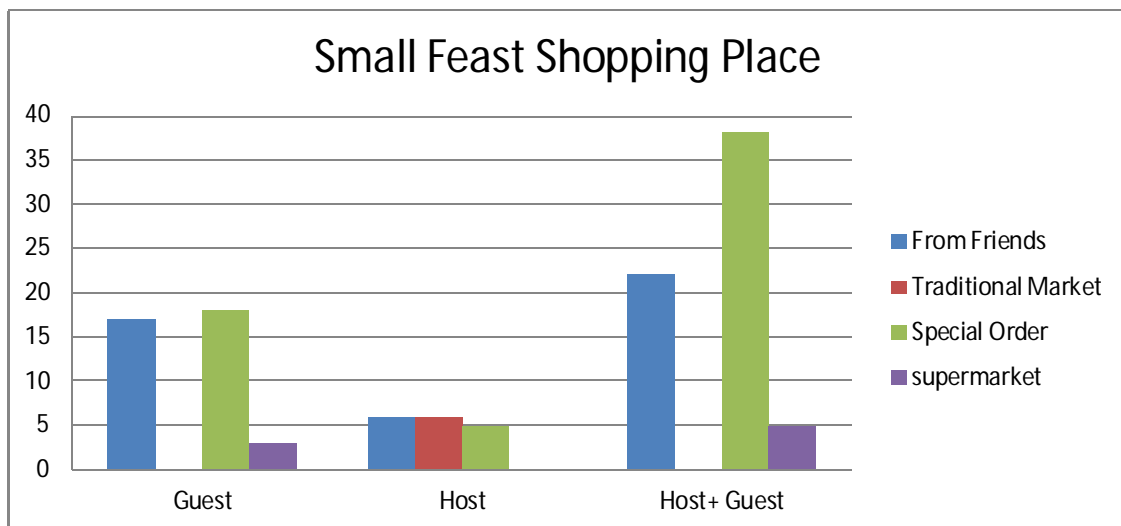


Figure 10. Small Feast Shopping Place

The larger number of respondents from the group guest + host choose to special order their small feast from catering/bakery. For the guest group, the majority also choose to special order. Meanwhile for people the host group, more than 30% of respondents choose to purchase it from their friends.

Small Feast Shopping Information

The small feast shopping information is where the customers find information about their shopping place. From friends means that respondents are recommended by their peers. Media means television, radio, billboard, and newspaper. Experience means that they have tried before and feel satisfied. According to the respondents, almost from all three groups answer that they have their information through their own peers. A small portion of the respondents from the group guest and host get their information through the newspaper. There are other options which none of the respondents pick for their small feast information source like the billboard and television. The result shows how information source for small feast are highly influenced by word of mouth and recommendation rather than conventional advertising like television or billboard. It was also in linked with the previous question about the most favorite shopping place, which is from their own friends. So it can be concluded that the information and the purchase stage are largely between the mother social circle itself.

Small Feast Shopping Place Attributes

In this question, respondents need to rank 1-5 to their most important attributes to their shopping place. 1 stands for the most important and 5 stands for the least important. For the total respondents, the majority of respondents pick 1 for the product attributes, that being said that the product variety within a store or a place is what most respondents think the most important. For the price attributes, the majority picks as important. The promotion and place are the least important. For the group host, the majority also pick product as the most favorable, while promotion and comfort come as the least important. For the guest group product comes as the most important as well, while place and promotion come as the least important. The same goes for the host + guest group, which product is the most important and comfort as the least important. The data shows that most customers would prefer shopping in a place that has many variant of product, considering during main feast shopping there are a lot of stuff to be bought and there are not a lot of time to visit many stores. This is in sync with most customer to prefer shopping on a supermarket than traditional market where there are plenty of product in one place.

Shopping Rituals Priority

Rituals priority is what kind of shopping rituals are more important to the customers to celebrate important rituals prior to Lebaran day. 1 represents the most priority, and 7 represents the least priority. The customers need to rank the rituals into 1 until 7 to show the most priority and which ritual is not the priority to celebrate Lebaran day. The rituals are: gift giving, grocery shopping, shopping for clothes, shopping for children, personal care, vacation, and decoration. Based on the total of respondents, the rituals that they think is the most priority is for grocery shopping. The most second place go to gift giving, And then followed with shopping for clothes. The attributes that the customer most think are least important is the personal care shopping.

Table 4. Shopping Rituals Priority

Rituals	Host Mode	Guest Mode	Host + Guest Mode
Gift Giving	2	2	2
Grocery Shopping	1	1	1
Shopping for Clothes	3	3	3
Shopping for Children	4	4	4
Personal Care	7	7	7
Vacation	5	5	5
Decoration	6	6	6

For all three groups of customers, the most important goes for grocery shopping as well. There are absolutely no difference in the mode on rituals priority. This result shows the three group's priority and least priority rituals mode are uniform.

Conclusion

The majority of all three groups spent 25% more on Lebaran month rather than their regular month. The host & guest group seems to spent more spendings on main feast than those from the host only the guest only group. For main feast, most decision maker are done by the mother alone. Most respondents from all three group also choose to shop main feast at Supermarket rather than traditional market. The shopping information was get from their own peers rather than traditional media. The variance of product is the most important attributes to a store according to all three groups. For small feast, the majority of customers choose to purchase their food rather than made it themselves. The spendings from those from the host group and host & guest group is more than those who are guest only. The majority from all three groups purchase their food through their friends rather than special order or the supermarket. The shopping information was also mostly from their peers. The shopping attributes priority was similar to the main feast, which is the variation of product. This result shows that the customer's social circle become an highly influential source for shopping for Lebaran.

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