E-commerce for Japanese pop-products in Indonesia: the sign of decline stage

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Abstract. Japanese pop-culture has shaken the world through creative products such as pop music, drama, animation, comics, fashion, and characters. Big Japanese firms have established their e-commerce overseas. Many local small online stores in the targeted overseas market actively sell those pop-products to end customers. In the Indonesian online market, small online stores present themselves in an owned web-store (mostly in dotcom domain) and personal blog sites. However, little is known about their characteristics to formulate a strategy for their survival. This study aims to characterize Indonesian small online stores of Japanese pop-products, to compare stores placed in dotcom and blog site domains, and to propose practical recommendations. A web content analysis method was employed, and a sample of 93 stores was generated systematically online. The results show that dotcom stores are likely to sell fashion products while blog site entertainment. Various ordering methods are provided for customer convenience, but dotcom stores tend to have shopping carts than blog site stores. This study reveals that personal blogs as shopping channels are declining. Therefore, it is suggested that blog site stores adopt alternative growing online channels, such as joining the marketplace and social media shopping. While owned web stores are still prestigious, this study also suggests the dotcom stores adopt other shopping channels which are entering the marketplace and engaging social media shopping.

1 Introduction

Asian popular culture products (pop-products) from Japan and South Korea such as music, drama, TV programs, fashion, food, animated films, have shaken the world. Both governments developed their popular culture (pop-culture) products as part of the top priority economic policy. The terms “Cool Japan” and “Korean Wave" are famous names to represents such policies in business practices and academic literature. Academic literature often links Cool Japan with pop-culture diplomacy [1]. Studies on pop-culture products have been emerging [2], [3]. Cool Japan refers to Japan's economic policy to advance the content industry to develop global competitiveness [4]. Cool Japan is a concept used by The Japanese Ministry of Economy, Trade, and Industry (METI) to promote cultural and creative industries as a strategic economic sector since 2010. These cultural and creative industries are targeted to boost the Japanese economy and to maintain Japanese influence overseas. The Japanese pop culture and related creative products such as J-pop music, manga, anime, street fashion, film, cuisine, and cuteness characters have been favorite overseas. Similarly, the term Korean Wave (or Hallyu in Korean) refers to the spread of Korean pop-culture across East and Southeast Asia and other countries [5]. Identical to Cool Japan, the Korean pop-culture includes music, dramas, films, and other Korean cultural products.

The role of the Japanese Ministry of Economy, Trade and Industry (METI) in Cool Japan Initiative is to facilitate private company expanding its business overseas. A document titled "Cool Japan Indonesia project" from the METI website indicates the project outline as follows:

> *"Understanding the market trends of Japanese goods, contents, etc. and supporting matching with local companies in Indonesia, …, We will also develop a scheme to widen overseas sales taking advantage of what is expected to be the growing field of electronic commerce.*

In South Korea, the Ministry of Culture played the major role for Korean Wave development, in which one of them is the shift of government policy from regulation to promotion [6].

The potential e-commerce in Indonesia is enormous as the number of internet users is 143 million in 2018, and is ranked the 5th (after China, India, US, and Brazil) in the world [7]. The number of internet users in this developing country is potential for e-commerce. In the context of Indonesia, a few big e-commerce firms especially online malls (or marketplace) exist to sell a variety of products (e.g., Tokopedia, Bukalapak, Lazada, Blibli) including some Japanese pop culture products. Besides, a considerable number of small and even personal businesses emerging online stores can exist as being a web store, joining a marketplace, or using social media sites.

A preliminary study indicated that small online stores in Indonesia are majority characterized by having dotcom (.com) domain instead of co.id, and some portion utilized social sites such as Blogspot and other social media for selling goods. In the current digital business era, more entrepreneurs establish small or individual online stores, and understanding the business characteristics is essential for business survival. Both groups of the company are rarely observed in term of their role within the context of Cool Japan. Understanding of business characteristics is important to strategy formulation. This paper focuses on Japanese pop-products and aims to characterize Indonesian small online stores of Japanese pop-products, to compare stores placed in dotcom and blog site domains, and to propose practical recommendations. The unit of analysis is a small online store, in Indonesia, selling Japan pop culture products as a part or an entire product offering.

2 Method

This study employed content analysis to review online stores selling Japanese pop-products. Content analysis is a technique that facilitates the systematic and objective identification of some contents available in online store sites. Features or contents are codified; therefore, the data collected is treated as quantitative data. This procedure confirms the protocol recommended by Stemler [8]. The targeted population is online stores in Indonesia, which sell Japanese pop-products. As the expected sample frame of a relevant directory is not available, a sample should be generated. The four-step procedure has been conducted in this study. Step 1 is a *sampling process*. Search words "Japanese product" (in Indonesian words) were inputted in Google search, then all 'look like' relevant sites were recorded. This step was repeated until the results are irrelevant or reaching maximum page 20. Afterward, each URL address was opened and checked for its existence and relevancy. Step 2, *preliminary exploration*, was aimed to identify products sold and all alternative channels for ordering. This step was performed using the top 30 sites. Based on the findings, a table in excel worksheet was created to cover those all alternatives. Furthermore, Step 3, *data collection,* is to explore each site and record the data in a table. The investigation of each site is focused on four aspects: the profile, operation, and marketing. Finally, *Step 4, data analysis,* is to transform data in the spreadsheet into SPSS datasheet for better coding, labeling, and analysis. Data were analyzed with descriptive statistics covering frequency table, cross-tabulation, and odd's ratio.

3 Findings

The final number of the sample used in this paper is 93 online stores, which have site domain of dotcom or blog sites. The results are presented in the following three parts.

3.1 Profile of online stores

Table 1 shows that online stores in dotcom are dominant (85%), and an only small number are placed in blog sites (15%), which are blogspot.co.id and blogspot.com. Furthermore, those stores are categorized into two groups. The first group is named “dotcom” to represent all online stores with a ".com" domain. The second is called “blog site” to describe the stores placed in Blogspot.

Table 1. Site domain of online stores

Domain	Frequency	Domain	Frequency
.com	79 (85%)	dotcom	79 (85%)
.blogspot.co.id	13 (14%)	blog site	14 (15%)
.blogspot.com	1 (1%)		
Total	93 (100%)	Total	93 (100%)

3.2 Site domain vs. product sold

Products sold by online stores could be categorized into eight, as shown in Table 2. The clothing, bags/shoes/accessories, and mixed fashion (a combination of both categories) contribute about a half of total online stores. Beauty & health products, such as cosmetics, are also major product category. These categories are all products worn to the body. The other four, which are drama/movie, music, comics, and characters, represent pop-culture entertainment. Therefore, these are further grouped into fashion and entertainment, as shown in Table 2.

Table 2. Site domain vs. Products sold.

Product	dotcom	blog site	category
Clothing	23 (29%)	0 (0%)	
Bags, shoes, accessories	13 (16%)	0 (0%)	Fashion
Mixed fashion	3 (4%)	0 (0%)	
Beauty & health	11 (14%)	2 (14%)	
Drama, movie	9 (11%)	6 (43%)	
Pop music	2 (3%)	2 (14%)	Entertainment
Comics	6 (8%)	3 (21%)	
Character product	12 (15%)	1 (7%)	
Total	79 (100%)	14 (100%)	

The cross-tabulation analysis was performed between two groups of the product category against two groups of site domain. The results depicted in Table 3 indicates a significant association between the site domain and type of products sold $\chi^2(1) = 11.586$, $p<0.001$. The Cramer's V statistics (0.353) represents a medium association between the type of site domain and product category sold. Based on the odds ratio, dotcom sites are 12.5 times more likely to sell fashion over pop-culture entertainment items than blog sites. The reversed statement is also true that blog sites are 12.5 times more likely to sell entertainment over fashion items than dotcom sites.

Table 3. Cross-tabulation fashion vs. pop products

Products		dotcom	blog site	Total
Fashion	Count (%within domain)	50 (63%)	2 (14%)	52 (56%)
Entertainment	Count (%within domain)	29 (37%)	12 (86%)	41 (44%)
Total	Count (%within domain)	79 (100%)	14 (100%)	93 (100%)

Statistics: N=93; Chi Sq. = 11.586*, df=1, p= 0.001; Cramer's V = 0.353, p= 0.001*
Odds ratio= odds dotcom/odds blog = (50/29) / (2/12) = 12.480

3.3 Domain vs. ordering method

E-commerce transaction conducted in online shopping is unique in Indonesia. While standard textbooks, such as Turban's Electronic Commerce, indicate online ordering via a shopping cart, small online stores provide more than one methods to suit customer preferences. Table 4 indicates various methods used, in which short message (SMS) through mobile phone is the most method widely used. Interestingly, a shopping cart is not the main method, and less than half of online stores provide a shopping cart. Among the top-five methods, social media in BBM (Blackberry Messaging) and Whatsapp is utilized. Customers communicate personally with the online store's personnel. BBM is currently not being used as the company providing BBM has closed down its service.

Table 4. Alternative ordering method

Ordering method	Used	Ordering method	Used
SMS	67 (72%)	WA	31 (33%)
BBM	45 (48%)	email	27 (29%)
cart	39 (42%)	Others <10	24 (26%)

A cross-tabulation analysis is performed for the top three ordering methods: SMS, BBM, and shopping cart. The difference between online stores in dotcom and blog site is observed in using the shopping cart but not SMS and BBM.

Table 5. Cross-tabulation domain type vs. shopping cart

Ordering method		dotcom	blog site	Total
with cart	Count (%within domain)	39 (49%)	0 (0%)	39 (42%)
no cart	Count (%within domain)	40 (51%)	14 (100%)	54 (58%)
Total	Count (%within domain)	79 (100%)	14 (100%)	93 (100%)

Statistics: Chi Sq. = 11.903, df=1, p = 0.001; Cramer's V = 0.358, p= 0.001

The results shown in Table 5 indicates a significant association between the site domain and whether or not shopping cart is used as an ordering method χ^2 (1) = *11.903*, p<0.001. The Cramer's V statistics is 0.358 (p<0.001) and represents a medium association between the type of site domain and whether SMS is used as an ordering method. Odds ratio could not be calculated, as a cell has zero frequency. The table clearly shows that online stores in blog sites all have no shopping cart.

3.4 Marketing channel

The investigation of marketing channel covers the offer of becoming a reseller. Table 6 indicates a significant association between the site domain and whether or not those online stores have (offer) re-seller to sell their products. The statistics of cross-tabulation produce significant relationship with χ^2 (1) = *10.333*, p<0.001. The Cramer's V statistics is 0.283 (p<0.001) and represents a medium association. The table clearly shows that online stores in blog sites all have no reseller.

Table 6. Site domain vs. Reseller

Marketing		dotcom	blog site	Total
with reseller	Count (%within domain)	29 (37%)	0 (0%)	29 (31%)
no reseller	Count (%within domain)	50 (63%)	14 (100%)	64 (69%)
Total	Count (%within domain)	79 (100%)	14 (100%)	93 (100%)

Statistics: Chi Sq. = 7.468*, df=1, p = 0.001; Cramer's V = 0.283, p= 0.006*

4 Analysis

The result of statistical analysis is summarised in Table 7.

Table 7: Summary of analysis

Feature	dotcom	blog site
Fashion product	High	Low
Entertainment product	Low	High
Order by cart	High	Low
Reseller	High	Low

Business seriousness. Managing online stores with dotcom requires more efforts and resources than online stores in blog sites. Dotcom domain can be obtained quickly and instantly in which personal ID and company registration are not necessary. The owners need to pay the annual cost of domain name maintenance and hosting. The owners can design and sell many products as they can. On the other side, setting-up online stores in blog site are also simple by using standard personal accounts. On the other hand, the functionality, and space for selling goods through blog sites is limited. This difference might reflect the seriousness of the owners in entering the online business.

Pop-culture products. Fashion products are tangible, with various models and sizes. Generally, online stores need to keep some stocks. On the other hand, entertainment products are in the digital form. Blog site stores operate less simple online selling, and they are not interested in managing product inventory. This condition might explain why blog site stores tend to sell entertainment than fashion products.

Personal communication. It can be said that all customers have a mobile phone. The finding indicates that only about half of online store sites having a shopping cart. Shopping cart feature is less available in the blog site than dotcom stores. It might be explained that online store personnel facilitates communications with online shoppers before placing an order, and depend less on 'automatic' ordering via shopping carts.

Marketing. As the adoption of social media is growing, some persons use this media to market goods that do not belong to them. They implement reseller practice for a portion of a sales commission from other online stores. Online stores in dotcom indicate more severe and bigger size than those in blog sites. Therefore, those dotcom stores are more likely to offer reseller opportunity than blog site stores.

Organizational life cycle. Online stores in blog site were stimulated by the popularity of blogs as social media a few years ago when social media era emerged. The use of personal blogs among individuals has been growing as the media to express their opinions and activities. The number of people adopting has been increasing and reached its mature stage, followed by a decline stage. Internet users prefer other forms of social media. Similarly, the history of e-commerce in Indonesia indicates that web stores with a unique and easy to remember domain name expanded some years ago. The number of online web stores has been growing, reaching its maturity, and now declining. The finding indicates the phenomenon of an organizational life cycle, in which the effectiveness of the organizations relate the life cycle stages [9].

5 Conclusions

This study has found the existence of small online stores in blog sites, though only a small portion (15%) compared to those in the dotcom domain (85%). Overall, the finding might explain that dotcom stores are the relatively bigger size and more seriously managed than blog site stores. Dotcom sites look having more features than blog sites. The statistical analysis indicates some differences between both types. Dotcom stores are likely to sell fashion, while blog sites to sell pop-culture entertainment products.

This study has several practical implications. Small online stores in blog sites should exploit other online channels. E-Commerce on personal blog sites seems at the end of the declining stage of the organizational life-cycle. The e-commerce features in the individual blog pages are limited, that could make online shoppers leave those stores. Some online channels show their growing stages, such as marketplaces (or online malls) (e.g., Bukalapak, Tokopedia) and social media shopping (e.g., Instagram, Line). While joining a marketplace increase competition, it provides some advantages because the marketplace manages marketing activities and ordering/payment process. Furthermore, using social media such as Instagram and Line provides new and broad market as young shoppers are at ease on those media.

Moreover, small online stores in dotcom could retain their website and develop more advanced features such as user-generated content that enable shoppers to provide the electronic word of mouth [10]. Similarly, these businesses should also adopt the growing online channels, which are a marketplace and social media, as presented earlier. Overall, small online stores should be more adaptable in changing e-commerce business model and online shopper preferences. Rakuten, the Japanese giant e-commerce, has closed its operation in Southeast Asia, including Indonesia because of that reason and stiff competition [11].

The findings of this study are limited to the content of web or e-commerce features among small online stores selling Japanese pop-products. The existence of small online stores might change at any time. Further study might explore how pop-product small online stores exist in the marketplace and social media.

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Preface

Welcome Remarks, Chair of The Organizing Committee

Welcome to Bali, Indonesia to all delegates and presenters. It is my pleasure and privilege to welcome all of you to the 2nd (second) International Conference on Informatics, Technology, and Engineering 2019 (InCITE 2019) held by the Faculty of Engineering, University of Surabaya (UBAYA) in collaboration with The University of Adelaide, Australia and Sirindhorn International Institute of Technology (Thammasat University), Thailand.

InCITE 2019 has received more than 75 papers to be presented in this conference. All papers represent four following parallel clusters: Green Design and Innovation, Green Manufacturing and Green Processes, Power System and Green Energy Management, and The Role of IT in Innovation Enhancement. Each cluster supports the main theme of the conference, which is **Enhancing Engineering Innovation Towards A Greener Future.** The engineering innovation is the key to increase our awareness in maintaining the sustainable growth and development in the world.

The Organising Committee of InCITE 2019 would like to express our sincere gratitude for the tremendous supports and contributions from many parties. The supports from The Faculty of Engineering of UBAYA, keynote and plenary speakers, our International Scientific Committee, the Steering and Organising Committees are really acknowledged.

The last but not the least, thank you for your supports, enjoy the conference and we hope through this meeting all of you can extend your networks and collaborations.

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