Abstract

**Objective.** Examining the behavior of customers especially in electronic shopping, particularly in Indonesia. Analyzing the market condition in Indonesia which is important for making decision to develop e-tailing based on the Indonesian consumer behavior in shopping experiences and focus on how to design the conceptual electronic-stores retailing format.

**Method.** The method of the analysis is to identify the primary benefits and using factor analysis, Mean, Multivariate analysis of variance (MANOVA) and Univariate analysis of Variance (ANOVA).

**Results.** Socio-demographic and Past Shopping Experience affect both computer and store shopping behavior. However, many Indonesian consumers prefer store shopping to computer shopping. There is prospect for consumer Indonesia to shift from store shopping to computer shopping if the company can select the target market and position the company image.

**Conclusion.** E-tailing company should overcome several issue especially security issue in Indonesia since most of the Indonesian consumers have knowledge about online shopping

**Keywords.** Non-format retail store, electronic shopping, computer shopping, store shopping, hedonic and utilitarian, consumer behavior.