

# Exploring Online Shopping Behavior among Indonesian Students: Digital Marketing Communication Perspective

Melly Maulin Purwaningwulan  
*Departemen Ilmu Komunikasi*  
*Universitas Komputer Indonesia,*  
 Bandung Indonesia  
 melly.maulin@email.unikom.ac.id

**Abstract**—The increasing of internet usage in Indonesia has encouraged the phenomenon of online shopping into needs or hobbies for social network users, especially students. This research aims to analyze and discover the uniqueness of online shopping behavior among Indonesian students, which consists the stage of problem identification, search information, alternative evaluation, purchase decision, and post-purchase behavior. This research used qualitative approach with descriptive method. The interviewees consist of online shop owners and students who come from various departments and universities in Indonesia. The result shows that Indonesian students began online shopping in 2010-2011. They used online shopping applications such as Lazada, Tokopedia, and other online shop, which has Instagram account. They shop online because it is easier, cheaper, the goods more varied, and sometimes, the goods are rare in the conventional market. They rarely become regular customers, and some of them were getting into the addictive stage of online shopping. The purchase decision of online shopping among Indonesian students obtained results that online shopping is considered wasteful, consumptive, and having high risk of fraud. Search and share have become the power in the purchasing decision process. Research results considered as business development with students as the target, a very promising market potential.

**Keywords**—Shopping Behavior, Online Shopping, Purchase Decision, Digital Marketing Communication.

## I. INTRODUCTION

Based on survey results of the Internet Service User Association of Indonesia in 2018, showed that from the total population of Indonesia, which is 264.16 million people, there are 171.17 million people or 64.8% using the internet. [1] Utilization of the internet in the field of economics included price searching, purchase information, online purchasing, online selling, and banking transactions. This fact encouraged researchers to examine the behavior of online shopping among Indonesian students. This research wants to prove whether the students who assessed by the community as potential market potential and a consumptive figure. The purpose of the research was to analyze and get a deep picture of the uniqueness of online shopping behavior, so it is expected to provide input on online business particularly in Indonesia.

The development of macro-environment such as technology, social, and economically affected the generation that was born at that time. The development of internet technology has

given birth to a generation with different behaviors than previous generations. Generation Y who was born in the era of the internet was complementing the previous generation, the baby boomers and generation X. The availability of various media information in generation Y has given a significant impact on information-seeking behavior to make purchasing decisions. [2] With more and easier internet facilities, online shopping has become a new trend because it simpler, efficient and fast without encountered a significant business obstacle. Transportation costs and shopping time will be more efficient and more effective. [3] Online shopping eventually becomes one of the lifestyles among Indonesian students.

Consumer behavior included how the implications of marketing strategy steps. A widely known marketing strategy step is 4P, which includes Product, Price, Place, and Promotion that also used in internet marketing or online marketing. What is the effect of the internet on 4P so far? According to Kotler [4], price is becoming increasingly important. The buyer just clicks the mouse to see the price installed by the competitor over the same item. Promotion in the form of advertising becomes less effective on the internet. However, sales promotions may be more effective because people can visit sites that offer free coupons for popular products. In terms of place, retailers who sell books, music, travel packages, and stock purchasing services will hit by the internet.

The object of this research was students; the students themselves are individuals who are enrolled in college with age limit from 18 years to 30 years or even older. Technological advances in today's era, giving changes among students, they were required to remain responsible in study as well as follow the style or fashionable. Changes in the environment and lifestyle among students also affect the way of shopping that uses online services to be more often now.

In order to reveal the behavior of online shopping among students in Indonesia, researchers used the concept of purchasing decisions according to Kotler and Armstrong [5], Where purchasing decisions are actions of consumers to buy or not to buy the product. From the various factors that influence consumers in purchasing a product or service, consumers will consider the quality, price, and product that already known by the public before they decide to buy. Usually consumers through several stages, namely the

introduction of problems, information search, alternative evaluation, purchase decision, post-purchase behavior.

Research on online shopping behavior was widely done already. From the results of researchers' observation, previous research with the student as the subject always connected with their consumptive behavior. Researchers try to be more objective in researching online shopping behavior among students. Here are some examples of previous research related to the research undertaken. Bijakšić, Markić, and Bevanda [6], this research analyzed attitudes and opinions of young people about the internet as one of the most important marketing communication media. The results contributed to the fact that youth generations responded positively to the internet in marketing communications. Then there is no difference between men and women in terms of time and the reason to use the internet.

Orzan and Platon [7] Research on consumer perceptions, attitudes, and opinions, before trying to attract their attention with certain online marketing tools. The fact that more and more consumers joined every day on one or more social networks was crucial in creating successful online marketing campaigns because, in this way, their visibility and contact ensured among a large number of Internet users. The research revealed another important finding, the user agreeing with the idea that promoting a product or service through social networking can be useful and ads appear in an acceptable amount within this platform. The research also showed that women tend to be more open and tolerant than men in this aspect.

Yu and Wu [8]. The results of this research showed the strength of someone's desire to shop online would depend on the size of the benefits received when shopping online compared to the risks that may be experienced. Katawetawaraks and Wang [9]. Online shopping is the activity of purchasing products (either goods or services) through internet media. Online shopping activities include Business-to-Business (B2B) and Business to Consumers (B2C) activities. The research of online shopping activities associated with B2C because the purchase activity that intended was purchase activities used by consumers. Online shopping activities are retail transactions with individual buyers, so online shopping was a purchase decision made by individuals online. One of the benefits of online shopping was that prospective buyers could see the product they will buy through the web offered by the seller. This activity was often called searching. The results of previous research showed similar results about online shopping behavior, especially the driving factors in shopping, internet utilization in marketing and the benefits of online shopping.

The stages of purchasing decision making that used in this research, according to Kotler and Keller [10] the process of purchasing decision making on consumers divided into five stages as follow:

#### *a. Problem Identification*

The purchasing process begins when the buyer recognized their problem or needs. These needs triggered by internal or external stimulus. In one case, hunger and thirst can be a trigger of purchasing activity. In some other cases, it is caused

by external needs, for example, when people smell a food scent from the restaurant they will feel hungry or people want to own a car like their neighbors.

At this stage, marketers need to identify the circumstances that can trigger the emergence of consumer needs. Marketers can research how consumers identify the stimulus that most often evokes their interest in a product.

#### *b. Information Search*

Consumers who aroused their needs will be encouraged to seek more information. At this stage, the search for information made by the consumer divided into two levels, the lighter information search situation called the strengthening of information. At this level, people will look for a series of information about a product. In the second level, consumers may be able to enter into the information search phase actively. They will seek information through reading the material, other people's experiences, and visit the store to learn about a particular product. The concern of marketers in this stage is how marketers can identify the main sources of information that consumer gets and how they affect subsequent consumer purchase decisions.

In general, consumers get some information about a product through a commercial source that is marketer-dominated source. However, the most effective information comes from personal sources. Each commercial information performed its role as an informant, and personal sources performed the legitimacy or evaluation function. Through an information-gathering activity, consumers can learn about competing brands and features owned by each brand before deciding which brand to purchase.

#### *c. Alternative Evaluation*

In the next stage, after collecting the information of a brand, consumers will conduct an alternative evaluation of several brands that produce the same product. At this stage, there are three basic concepts that can help marketers to understand the consumer evaluation process. First, consumers will try to fulfill their needs. Second, consumers will look for certain benefits of product solutions. Third, consumers will look at each product as a set of attributes with different capabilities in delivering the benefits and satisfying the needs. The interesting attribute of buyers may be varying depending on the type of product. For example, consumers will observe different attributes such as image sharpness, camera speed, camera size, and the price of a camera.

#### *d. Purchase Decision*

To conduct an alternative evaluation, the consumer will develop a brand belief and the position of each brand based on each attribute that leads to the formation of the brand image. In addition, at the alternative evaluation stage of consumer also established preference of an existing brand in a private collection and consumers will also form the intention to buy the most preferred brand that leads to purchase decisions. Consumer decisions to modify, delay or avoid purchasing decisions are strongly influenced by the risks that

being considered (Kotler 2009). Such as the amount of money to be spent, the uncertainty of attributes and how confident they are. In this case, marketers must understand the factors that create feelings in the consumer about the risks and provide information and support to reduce the consumer's thinks about the risk.

*e. Post Purchase Behavior*

After purchasing the product, consumers will experience a certain level of satisfaction or dissatisfaction. Marketers' job did not end when the product purchased. Marketers should monitor post-purchase satisfaction, post-purchase action, and use of post-purchase products. The buyer's satisfaction was a function of how close buyer's expectation of a product with a buyer's perceived performance of the product. If the product's performance was lower than consumer expectations, they will be disappointed. Conversely, if the product's performance was higher than consumer expectations, they will feel satisfied. Those feelings will decide whether the consumer will re-purchase the brand and decide to become a customer of the brand or refer the brand to others.

**II. METHODS**

The research used qualitative methods with descriptive approach expected to get information and data the way it is, about the Online Shopping Behavior among Indonesian Students. Research, qualitative research method is the research method used to examine an object in the natural condition, (as the opposite of experiments) where researchers are a key instrument, data collection techniques performed in triangulation, data analysis was inductively, and qualitative research results emphasize the meaning rather than the generalization. [11]

The related subject with this research was the Student in Indonesia. Researchers take some of those informants to be a sample of this research because they considered having more information. The informant sampling technique of this research was purposive sampling technique. Research informants consisted of Indonesian students from different majors who actively shopping online and have online shops. The selection of informants used purposive sampling technique or deliberate selection with some considerations.

TABLE I. RESEARCH INFORMATION

No	Full Name	Age	Information
1	Fuji Nuriany Agustina	23	Student of Informatics Engineering
2	Listya Dara Sunda Prabawa	22	Student of Astronomy
3	Mia Putriyana	21	Student of Finance and Banking
4	Untung Tri Anggara	22	Student of Information System
5	Irham Hijriana	22	Student of Visual Communication Design
6	Kiki Sri Rejeki	23	Owner of Online Shop

Data collection techniques used by researchers in this study adjusted to the focus and objectives of this research, namely:

Literature Study

An attempt to obtain information by reviewing the appropriate reference to the research, such as collecting and studying data derived from documents related to the object of this research. Researchers collecting data from various books and scientific works in accordance with the subject of this research to complete the data that obtained from the field.

Field Study

Interview

The interview was conducted directly (face-to-face interview) with students of Indonesia who came from different universities and gender. The form of the interview was structured interview, which all of the questions compiled in advance on the list so that the question will not deviate from the research purpose.

Observation

The process of observing and recording the symptoms of the research called systematically. Observation became one of the data collection techniques when it is in accordance with research objectives, planned and recorded systematically, and its reliability and validity were controllable.

Documentation

Data collection is done by taking data from records, documentation, and administration in accordance with the research problem. In this case, the documentation obtained through documents or archives of the research object.

Internet searching

Data collection by equipping or searching the data needed through the internet

**III. RESULTS**

*A. Problem Identification of Online Shopping among Indonesian Students*

The purchasing process began when the buyer recognized their problem or needs. These needs triggered by internal or external stimulus. In one case, hunger, thirst, can be a trigger of purchasing activity. In some other cases, the needs also cause by external needs. Problem Identification of Online Shopping among Indonesian Students from the research results obtained the fact that:

- a. Informants have understood about online shopping and the time to start online shopping is diverse.
- b. The motif of online shopping was because it was faster, practical and easy
- c. Items purchased were indeed products that needed, but it was not a basic need, more tend to be lifestyle products.
- d. The online shop that are Tokopedia, Bukalapak, and Elevenia. Some done through social media such as Facebook and Instagram.

*B. Information Search of Online Shopping among Indonesian Students*

Consumers that aroused their needs will be encouraged to seek more information. At this stage, the search for information made by the consumer divided into two levels; the lighter information search situation called the strengthening of information. At this level, people will look for a series of information about a product.

In the second level, consumers may be able to enter into the information search phase actively. They will seek information through reading the material, other people's experiences, and visit the store to learn about a particular product. The concern of marketers in this stage is how marketers can identify the main sources of information that consumers get and how they affect subsequent consumer purchase decisions.

The research results found the fact about the source of information search as follows:

- a. Search information through an advertisement (information search actively)
- b. Friends' experiences and recommendations (testimony)
- c. Random review on social media

#### *C. Alternative Evaluation of Online Shopping among Indonesian Students*

In the next stage, after collecting the information of a brand, consumers will conduct an alternative evaluation of several brands that produce the same product. At this stage, there are three basic concepts that can help marketers to understand the consumer evaluation process. First, consumers will try to fulfil their needs. Second, consumers will look for certain benefits of product solutions. Third, consumers will look at each product as a set of attributes with different capabilities in delivering the benefits use and satisfying the needs. The interesting attribute of buyers may be varying depending on the type of product.

The research results obtained findings of the alternative evaluation of online shopping among Indonesian students:

- a. Online shop rating as an evaluation
- b. Products that follow the trends, affordable prices and promotions
- c. Read the details of products that contained in the online shop, googling to obtain information that was still unclear
- d. Read the review of products from other buyer's reviews on certain applications or social media and search for the review through blogs
- e. Quality of the goods sometimes below expectations or defects and less useful

#### *D. Purchase Decision of Online Shopping among Indonesian Students*

To conduct an alternative evaluation, the consumer will develop a brand belief and the position of each brand based on each attribute that leads to the formation of the brand image. In addition, at the alternative evaluation stage of consumer also established preference of an existing brand in a private collection and consumers will also form the intention to buy the most preferred brand that leads to purchase decisions.

At the stage of purchasing decisions, consumers influenced by two main factors, which existed between the purchase intention and purchase decisions: the attitude of others was the extent to which other people's attitude that reduced of someone has preferred alternatives and the unanticipated

situation factor that can reduce consumer purchase intentions. For example, consumers may lose their purchase intentions when they lost their job or there are more urgent at an unexpected time before.

Research results found the fact that:

- a. Sometimes, the attitude of others supports or criticizes because of the risk of being deceived and wasting money
- b. Consumers were concerned about the risk so they were very careful about purchasing products
- c. Purchase cancellation due to the unexpected conditions or because the product was out of stock and provide the confirmation to the seller

#### *E. Post-Purchase Behavior of Online Shopping among Indonesian Students*

Buyer's satisfaction is a function of how close the buyer's expectation of a product with a buyer's perceived performance of the product. If the product's performance was lower than consumer expectations, they will be disappointed. Conversely, if the product's performance was higher than consumer expectations, they will feel satisfied. Those feelings will decide whether the consumer will re-purchase the brand and decide to become a customer of the brand or refer the brand to others. Findings of the research as follows:

- a. Recommendations will be given directly to relatives or close friends if the services and products of the online shop are satisfactory
- b. Typically, the first purchase process was the valuation process. If the transaction was successful, the price, quality, and service were good, the informant can be a customer directly
- c. Informants only made one transaction in an online shop because the product purchased was not satisfactory.

#### IV. DISCUSSION

This study aimed to analyze in-depth the behaviour of online shopping among Indonesian students. How the stages passed before deciding to buy because students were a unique figure and complex. From the side of their young age, from the side that psychologically they were a teenager or young adult, and the extraordinary demands of academic and lifestyle. The results obtained in this research contributed to online business players with student as target market, contributing creative ideas of promotion to use visual and media that make it easy to "share" interaction.

The result of the research proved that the student was through the stage of problem identification, information search, alternative evaluation, purchasing decision and post-purchase behavior before towards shopping behavior, but not all the students realize about the stages they passed. The results showed that the phase of information search and post-purchase behavior become more dominant compared with other stages. Both these stages become dominant due to the effects of online media where search and share activity became a habit. Friends, recommendations from friends determined purchasing decisions, influenced student-shopping behavior. Schiffman and Kanuk (2007), opinions and the choice of friends is an important influence in determining the product or brand that consumers ultimately

choose. Researchers also found the fact that students do not fit with the stereotype of a consumptive and lifestyle-oriented. It turns out that students were much more rational with their knowledge and understanding. Students were also potential to run online business, it meant they not only buy products to consume but there was a tendency they choose to invest.

In general, consumers get some information about a product through a commercial. However, the most effective information comes from personal sources. Each commercial information performed its role as an informant and personal sources performed the legitimacy or evaluation function. Through an information-gathering activity, consumers can learn competing brands and features owned by each brand before deciding which brand to purchase.

At the stage of purchasing decisions, consumers influenced by two main factors, which existed between the purchase intention and purchase decisions:

1. The attitude of others was the extent to which other people's attitude that reduced the alternatives of someone preferred would depend on two things. First, the intensity of others' negative attitudes toward the alternatives is favoured by potential customers. [12] Second, consumer motivation to obey the wish of others. When the negative attitude of others was more intense and the closer the other person with the consumer, will increasingly change the intention of purchase. The state of the opposite preference also applied; the buyer's preference for a particular brand will increase if the person they like also likes the same brand.
2. The second factor is the unanticipated situation factor that can reduce consumer purchase intentions. For example, consumers may lose their purchase intentions when they lost their job, or there are more urgent at an unexpected time before.

The results of this research have new findings that contradict the previous research. Previous research has always linked shopping habits with consumptive behavior. Adolescents often targeted for the marketing of industrial products because of their unstable, specific, and easily influenced characteristics that ultimately encourage the emergence of various symptoms in unnatural purchasing behavior. Buying the product is no longer according to their needed, but for other reasons such as following fashion, trying new products, wanted to gain social recognition and so on. The results showed that not all students consumptive but they were more rational, thoughtful, and aware of limited financial conditions. On the other hand, research on purchasing behavior through the internet, researchers agree that web design, vendor reputation, perceived ease of transactions still largely determine online shopping decisions made by students. Especially web design and vendor reputation were crucial in the alternative evaluation stage. Researchers tried to formulate the model from the analysis of research results:

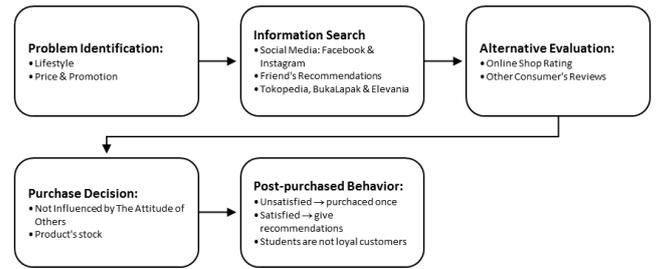


Fig 3. The Model of Online Shopping Behavior among Students

## V. CONCLUSION

Researchers concluded that online shopping behavior among students through the stages of purchasing decisions. Students were very rational in shopping; technology literacy, actively search before buying and share became a force of shopping behavior. They began to shop online around 2010-2011 since online shopping term became phenomenon, Indonesian students were often shopping online and some of them did it every month. Usually, students shop online at online shopping applications such as Lazada, Tokopedia, and Iso in the online shop, which has Instagram account. They shop online because it was easier, cheaper, the goods more varied and sometimes, the goods that sold were hard to find in the conventional market. Indonesian students earned the information to shop online from advertising, information search actively and recommendations from relatives or friends. The purchase decision of online shopping among Indonesian students obtained results that the attitude of others such as family, relatives or friends sometimes supports and criticizes because online shopping was considered wasteful, consumptive, and the high risk of fraud. Students were rarely become regular customers of an online shop, averagely they only purchased once in the same place. Students were also getting into the addictive stage of online shopping and they realized that online shopping made them more consumptive.

Researchers suggest for further research, to conduct in-depth research on online shopping behavior using the Across Communication Theory.

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