

## Effect Of Online Shopping On Consumptive Behavior In Pandemic Time Covid-19 (Case Study of Online Shopee's Millennial Generation Consumers)

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**Abstract:** The Covid-19 pandemic has changed the shopping behavior of Indonesians, who previously shopped offline at physical outlets, are now starting to switch to shopping online. However, shopping online with the convenience offered and at various prices can shape consumptive behavior. The purpose of this study was to determine the perception of online shopping, the consumptive behavior of the millennial generation during the Covid-19 pandemic, and its effects. The research method used is descriptive and verification. Data collection techniques through questionnaires, interviews and observations. The sample in this study is millennial generation consumers who have shopped at Shopee's online shop, with a minimum sample of 100 respondents. The analysis tool uses simple regression. The results of statistical tests state that there is an effect of millennial generation online shopping on consumptive behavior during the Covid-19 pandemic.

**Keyword:** Online Shopping, Consumptive Behavior, Millennial Generation, Covid-19 Pandemic, Online Shop.

### 1. Introduction

The outbreak of the corona virus has an impact on economic activities related to the process of purchasing goods and services. Community activities have become more limited, even shopping activities are also mostly carried out at home through online shopping.

This opportunity is not wasted by e-commerce companies or commonly referred to as online shops, which sell basic necessities, food, medicine to fashion products and others, competing to offer various conveniences and various attractive promotions to consumers. such as discounts, cashback and purchase bonuses. Items such as food and personal needs, furniture and toys are increasing rapidly along with the ease of delivery of goods, while fashion and electronics are increasing as it becomes safer to shop online in Indonesian e-Commerce (Source: Outlooks Market Statistics, January 2020).

A survey conducted by e-Commerce company Enabler SIRCLO, released a report on the development trend of e-Commerce in Indonesia during the Covid-19 pandemic. Two main things from SIRCLO's findings are the high acceleration of e-Commerce adaptation during the Covid-19 pandemic, growing by 91%, far exceeding the previous projection of only 54% and the growing trend of social commerce, namely online buying and selling transactions through chat applications with the social media.

This is reinforced by the market place ranking in 2020, as in the table below:

Table 1. Monthly Web Visitors (June 2020)

E-Commerce name	Visitors
- Shopee	97.7 million
- Tokopedia	89.7 million
- Bukalapak	34.4 million
- Lazada	21.4 million
- Bli-bli	16.6 million
- JD.ID	6.1 million
- Orami	5.6 million
- Bhineka	4.5 million
- Sociolla	3.1 million
- Zalora	2.4 million

Source: i-Price, June 2020

The Indonesian people are very enthusiastic about the existence of an online shop, especially young people who are fond of showing their identity through various brands. Based on data obtained from Kompas in 2018, it

shows that students and college students have the highest online shopping interest, which is 21% (Cyberspace and Culture, 2019: 58).

This is reinforced by the AC Nielsen survey in 2020 that consumers aged 20-34 years tend to shop online because it saves time and goods can be delivered on the same day. The results of research by the Internet Service Providers Association (APJII), which was released in November 2020, recorded a number of reasons consumers choose to shop for their needs online, the most of which are:

Table 2. Reasons for Consumers to Choose to Shop Online

- Prices are cheaper than buying directly at the store (15.2%)
- Shopping can be done anywhere (13.2%)
- Faster and more practical (10.3%)
- Many discounts and promotions (8.3%)
- Discounts and promotions (8.3%)
- And others.

(Source: Mutia & Anwar (11/11/2020))

Online shopping is now a trend among the public, especially the millennial generation, because the various necessities of life during the "stay at home" period are fulfilled easily, safely, guaranteed and quickly. However, online shopping that is done becomes a habit because of the conveniences offered at various prices so that the consumptive behavior of the community is formed. This is explained by Meike Kurniawati (2020) who states that on the other hand the various attractive promotions offered in online shopping can make consumers "dark eyes" so that they become consumptive, shopping excessively beyond the limit of their needs.

The rise of online shopping services has also contributed to the consumptive nature of society, especially women. A variety of attractive products are offered, the ease of choosing goods and making transactions, until the fast delivery process becomes increasingly "crazy shopping" behavior. You could say that online shopping has become a new lifestyle. This reality is coupled with the easier it is for people to obtain credit card facilities from banks. It is not uncommon for people to buy something not because they need it, but just to pursue prestige and a luxurious lifestyle (Khofifah Indar Parawansa, Tempo, February 2018; Mothibi & Mncyi, 2019).

Millennials are technology literate and very close to the internet, so the online shop phenomenon is very close to them. Besides that, it is also one that has the potential to be active in using social networks. The consumption pattern of the millennial generation, especially consumption of fashion products, has recently increased. Millennials are interested in consuming fashion products to keep up with current trends. High consumption patterns tend to be consumptive. The purpose of this research is to find out how online shopping, the consumptive behavior of the millennial generation during the Covid-19 pandemic and its effects.

## 2. Study of literature

### Online Shopping

Online shopping is defined as the process of customers buying services or products via the internet. Monsuwe et.al. (2019) stated that with online shopping, consumers can browse all products easily, comfortably and in a very short time. Research conducted by Kim & Kim (2015) explains that many female consumers make decisions to buy fashion products (clothes, jewelry and accessories) through online shopping.

Factors that influence online shopping according to Liu & Arnett (2000) and Shergill & Chen (2005) include:

1. Website design: describes the attractiveness presented to customers so that they are willing to make more frequent visits and can stay longer on an attractive website, and clarity of information (text, images, graphics, layout and sound are very important for an effective website design), (Turban, et. Al., 2020).

2. Price: The simplest reason to purchase online is to save money. The Internet allows consumers to have good knowledge and information about prices. Consumers tend to choose and look for sellers who offer the best price (best price), (Howard, 2007: 11)

3. Trust:

Trust is a promise given by the company and the effort to fulfill that promise in making relationships with customers (Schurr & Oz.Anne, 2005: 3). Trust refers to the consumer's belief that the promises the company gives to consumers can be trusted and provide mutually beneficial action (products are in accordance with the original, products can be tried before buying, have a good reputation).

4. Security:

The extent to which a person believes that the online vendor or website used is safe. (including the processing stages of personal data, protection of privacy and personal data is very important so that it can be used carefully for clear purposes, is not disclosed to the wrong person and is not responsible, and is not processed without the knowledge of the person concerned (Anil, 2000) The main reason some people do not like shopping online, is because they have to provide credit card information to sellers on the internet (Rao, 2000).

**Consumptive behaviour**

Consumptive behavior is the act of someone buying an item without any reasonable consideration, where buying an item is not based on the need factor (Sumartono, 2002).

According to Lina and Rosyid (2015), aspects of consumptive behavior include:

1. Impulsive buying

Impulsive buying is a purchase that occurs when the consumer experiences a sudden, usually very strong urge and settles down to buy something immediately (spontaneity).

2. Waste

Consumptive behavior is one of the behaviors that squander a lot of funds without being based on a clear need.

3. Irrational buying

A behavior in which consumers buy something that is done solely for pleasure without any rational considerations.

From the results of research conducted by Arohman (2020), it is stated that most consumers will behave consumptively only to support self-confidence, self-esteem, just to follow existing trends, and to create a sense of satisfaction in themselves so that the online shop influences the resulting consumer behavior because often make purchases at the online shop. It does not rule out that the way to shop online will lead consumers to consumptive behavior that tends to pay high costs to meet their needs. Meanwhile, the research results of Sofia Miranda (201 & Dian Eka (2016), states that online shopping fashion affects the consumptive behavior of the millennial generation. This is supported by Mieke Kurniawati (2020), which states that online shopping is now a trend among the public, especially among the millennial generation. Online shopping that is carried out will become a consumer habit, the convenience offered at a variety of low prices, thus forming consumptive behavior in the millennial generation

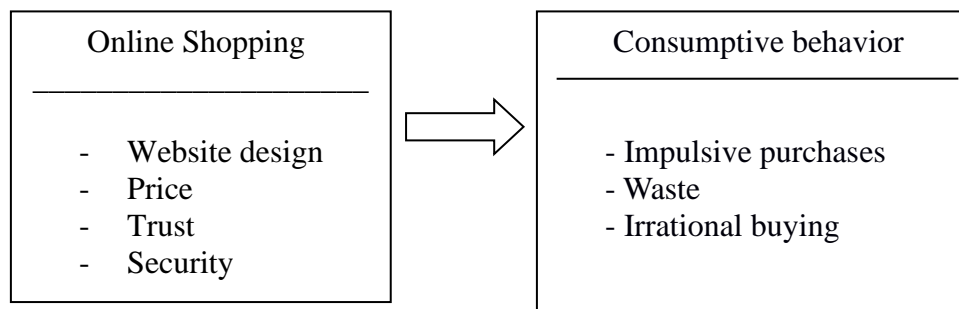


Figure 1.  
Conceptual Framework

**3. Research methods**

This research uses descriptive and verification methods, with data collection techniques using questionnaires, interviews and observations. The population is consumers who have shopped the Shopee online shop. While the sample in this study is the millennial generation consumers who have shopped at the Shopee online shop (born in 1980s / d 2000). The minimum sample is 100 respondents, the analysis tool used is simple regression.

**4. Research results and discussion**

The author will present the results of the analysis in the form of an assessment table regarding online shopping based on the collected data, as follows:

Table 3. Respondents' Responses regarding Online Shopping

No	Statement	V A 5	A 4	N 3	D 2	V D 1	A v e r a g e	Ket
<b>Website Design (Web Design)</b>								
1	The attractive design makes me happy to shop online.	24	30	25	11	10	3.45	Good
2	I chose to shop online because the information obtained from the web is clear.	20	26	30	15	9	2.81	Enough
<b>Price</b>								
1	I enjoy shopping online because the price is cheaper than off-line stores	30	40	20	5	5	3.92	Good
2	I like shopping online because I can compare prices with other stores before buying	15	34	19	22	10	3.74	Good

<b>Trust</b>								
1	I believe that the products shown on the web are true to the originals	10	24	32	20	14	2.76	Enough
2	I always shop at reputable online shops.	32	35	25	5	3	3.61	Good
<b>Security</b>								
1	I believe advanced technology can provide security for my transactions in the online shop	12	23	31	24	10	2.86	Enough
2	I believe that other people cannot steal the information I provide on the online shop.	28	31	35	6	0	2.93	Enough

Source: The data has been processed

From the responses of respondents about online shopping at the online shop Shopee has a good score. For design attractiveness, low prices compared to offline stores, can compare prices with other stores and a good reputation. However, for the clarity of information from the web, the suitability of the product to the original, transaction security and the belief that other people cannot steal the respondent's information, it still has a sufficient score.

**Responses regarding the consumptive behavior of millennial generation consumers at Shopee's online shop.**

Table 4. Responses Regarding Consumptive Behavior

No	Statement	V A 5	A 4	N 3	D 2	V D 1	A v e r a g e	Ket
1	I immediately bought the fashion offered by the online shop when I felt it was right.	30	35	20	10	5	3.35	Good
2	I bought the product	1	25	33	1	1	2.9	Enough

o	Statement	V A 5	A 4	N 3	D 2	V D 1	Av erage	Ket
	(fashion) online shop that I wanted even though I didn't need the product	1			6	5	5	
3	I always feel satisfied / happy after buying fashion products at the online shop because they are in accordance with the latest trends	10	30	29	20	11	3.47	Good

From the respondents' responses about consumptive behavior, it can be seen that respondents have quite extravagant behavior to purchase products that are not needed. Respondents also tend to be impulsive and irrational to buy fashion in an online shop when they feel they are suitable, and feel satisfied after buying products in an online shop because they are in accordance with the latest trends.

**5. Effect of online shopping on consumptive behavior**

**Simple Regression Analysis**

The simple regression model with the dependent variable (Y) is consumptive behavior and the independent variable online shopping (X) is:

$$Y = 10,830 - 0,575x + e$$

Simple Linear Regression Table  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	10,830	1,655
Online shopping	.575	.060

a. Dependent Variable Consumptive Behavior

From the table above shows the regression equation  $Y = 10.830 - 0.575x + e$ . The constant ( $\alpha$ ) of 10,830 means that if online shopping (X) does not change or is equal to 0 (zero), then the amount of consumptive behavior (Y) is 10,830 units. If the value of B which is the regression coefficient of online shopping (X) is 0.575, it means that it has a positive effect on the dependent variable (Y). This means that if the online shopping variable (X) increases by 1 unit, the consumptive behavior (Y) will increase by 0.575 units. assuming other variables are constant or constant.

**Hypothesis t**

Table t test

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig
	B	Std. error	Beta		
1 (Constant)	10,830	1,655		6,529	.000
Online shopping	.575	.060	.773		.000

	.575			9,214	
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**a Dependent Variable Consumptive Behavior**

The results of the partial test analysis (t test) on the online shopping variable (X) obtained the t count of 9.214, while the t table was 1.658, because the  $t_{count} > t_{table}$  and the significance of  $0.000 < 0.05$ , then  $H_0$  was rejected, and  $H_a$  was accepted. This means that the hypothesis is accepted that online shopping has a significant positive effect on consumptive behavior.

**Coefficient of Determination**

Table of Determination Coefficient (R2)

**Model Summary**

Mo del	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773a	.600	.593	2.28975

**a. Predictors: (Constant), Online Shopping**

The table above shows that the resulting R value is 0.773 which means it has a strong relationship (because it is between 0.600 - 0.799). The value of R square (R2) is 0.600 or 60%, meaning that the influence of online shopping variables on consumptive behavior is 60% and the remaining 40% is influenced by other variables.

**6. Discussion**

1. From the responses of respondents about online shopping, it can be seen that Shopee still has a sufficient score for the suitability of the product to the original, the clarity of information from the web, transaction security and the belief that other people cannot steal consumer information.

This can be used as input for Shopee to pay more attention to promotions, especially advertising of its products on the web, so as not to be exaggerated, not dramatized, to provide correct and clear product information to consumers, because information conveyed via the web is a promise that will shape consumer expectations, which if not met will make consumers disappointed and dissatisfied.

Then for transaction security, Shopee can use Secure Socket Layers (SSL), which is useful for encrypting data from customers to servers and preventing third party interference, and can also use Public Key Infrastructure (PKI), to ensure privacy and integrity can be maintained.

2. From the responses of respondents, it can be seen that consumers have consumptive behavior when shopping at Shopee's online shop. To reduce consumptive behavior can be done by:

- Limit online shopping site visits.
- Measure the priority between needs and wants.
- Be careful with special discount offers.

3. From the results of statistical tests, there is an effect of online shopping on consumptive behavior. This is consistent with research conducted by Sofia Miranda (2017) & Dian Eka (2016), which states that online shopping fashion has an effect on the consumptive behavior of the millennial generation.

**7. Conclusions and suggestions**

**Conclusion**

1. From the responses of respondents about online shopping at the online shop Shopee has a good score, for design attractiveness, low prices, can compare prices, and a good reputation.

2. From the responses of respondents about consumptive behavior at the online shop Shopee has a high score, to make purchases when they feel suitable, and feel satisfied after buying because it is in accordance with the latest trends.

3. Online shopping has an effect on the consumptive behavior of millennial consumers during the Covid-

19 pandemic by 60%.

### Suggestion

1. Shopee's online shop must pay more attention to the conformity of products to the original, by providing clarity and correctness of information, so as not to form high expectations of its consumers. For the security of Shopee transactions, you can use Secure Socket Layers (SSL) and for privacy you can use the Public Key Infrastructure (PKI).

2. To reduce consumptive behavior can be done by:
- Limit online shopping site visits
  - Set priorities between needs and wants.
  - Be careful with special discount offers.

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