

CONSUMPTIVE BEHAVIOR IN ONLINE SHOPPING ON BEAUTIFUL DATES THROUGH SHOPEE'S SITE

Dewi Maria Herawati¹, Fitriana Pangesti²

¹Communication Science, Slamet Riyadi University, Surakarta, Central Java, Indonesia

²Communication Science, 17 Agustus 1945 University, Jakarta, Indonesia

Correspondence Email : dewimaria86@yahoo.com

Abstract

Consumptive behavior that occurs in society occurs because of increasingly rapid technological advances and the many kinds of marketplaces. The trend of usage and penetration rate of e-commerce in Indonesia in 2017-2023 grew very significantly in recent years, especially during the last pandemic. With activity restrictions, people shop online once a month. Based on the results of research by Harbolnas.com, it shows that the National Online Shopping Day Transaction (Harbolnas), a three-day internet shopping event, recorded transactions of Rp. 4.7 trillion, up 42 percent (Rp. 1.4 trillion) from last year's event. From this background, this study aims to find out how consumptive behavior is in shopping online on beautiful dates through the Shopee site. The research method used is descriptive qualitative, while the data collection technique in this study uses Snowball and is obtained through interviews. The results of this study found that the occurrence of consumptive behavior in society was motivated by factors, namely external factors, including culture, family. And internal factors include motivation and economic conditions. Online shopping activities are carried out to meet needs and buy products based on discount shopping vouchers in the form of free shipping vouchers and cashback on beautiful dates given by Shopee. Thus, people become consumptive because they buy goods not based on needs but desires.

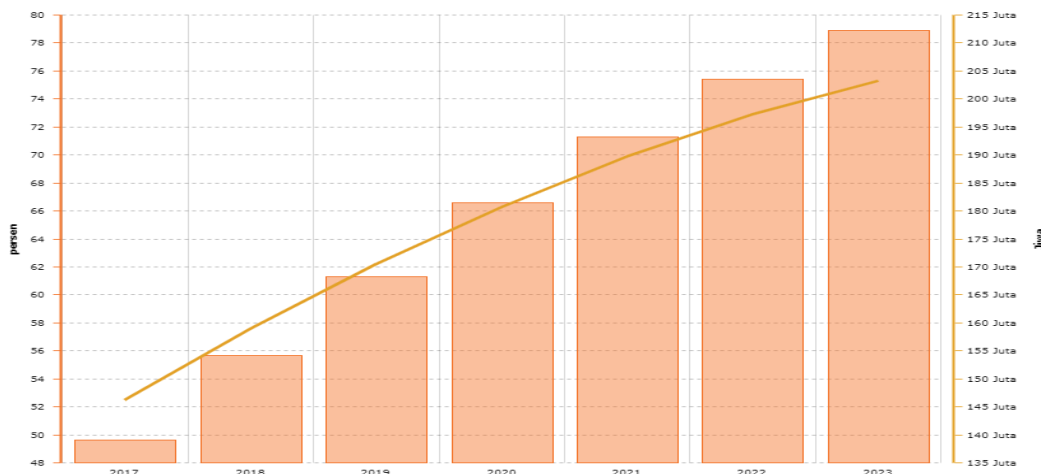
Keywords: *Consumptive Behaviour; Online Shopping; E-Commerce*

1. Introduction

Online shopping is one form of innovation that is presented on the internet in shopping. During the period of activity restrictions during the last pandemic, many manufacturers sold their products or services online. This has a significant impact in increasing people's online shopping to meet their needs. Currently, online shopping has become a new culture that is attached to consumers because it is more practical and faster. Online shopping offers various conveniences to consumers, including cost savings, goods can be delivered directly to the home address (cash on delivery), and various payment methods, as well as lower prices.

The rise of all forms of internet use has caused e-commerce in Indonesia to grow very rapidly. Currently, e-commerce has become a trend in the form of new purchases for various human needs. Currently in Indonesia, there are many E-commerce platforms that people can find in their daily lives, for example, such as Lazada, Tokopedia, Shopee, JD.ID, Buka, and many more. Based on data from DataBooks, E-commerce Usage and Penetration Rates in Indonesia in 2017 - 2023. Currently, the trend of e-commerce usage in Indonesia has grown very significantly in recent years. The forecast is that growth will continue in the next few years. This illustrates the statistics recorded that the number of e-commerce users in Indonesia reached 139 million users in 2017, then increased quite significantly by 10.8% in 2020 to 154.1 million users. This significant increase was due to restrictions on activities outside the home during the pandemic. Then it reached 168.3 million users this year and is expected to increase again to 212.2 million in 2023.

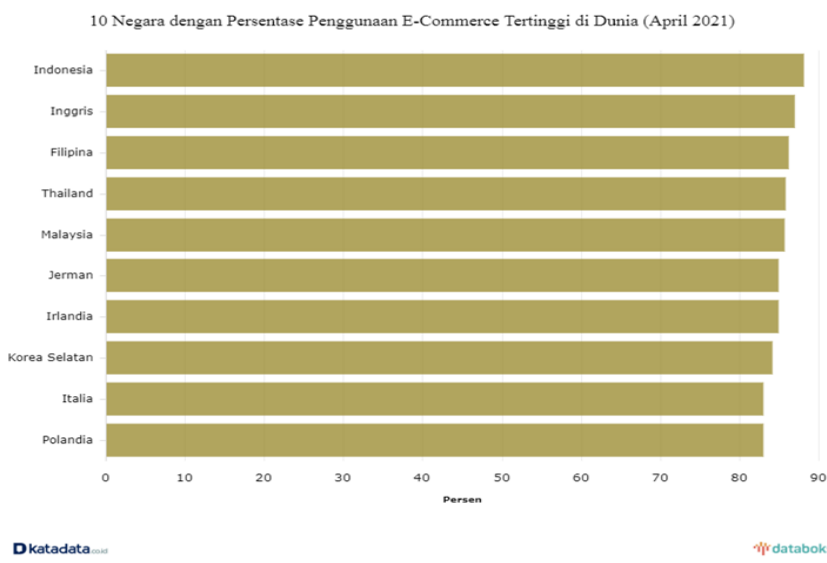
The 4th International Conference Opportunities and Challenges after the Pandemic Era a Reflection to Post Covid 19 Recovery Efforts (The 4th ICTESS 2022)



Gambar 1.1
Use of E-commerce in Indonesia in 2017 - 2023
Source: Statista, 2019

Judging from the data above, it is clear and certain that the potential of the e-commerce market in Indonesia is very large and will continue to grow every year. This also applies to the increasing penetration rate of e-commerce. By 2023, it will reach 75.3% of the total population of the selected market. The e-commerce sector with the highest income will be fashion in 2023. E-commerce users do not hesitate to spend money on shopping through e-commerce to buy various things they want.

Based on data from Databooks, as many as 88.1% of internet users in Indonesia have used e-commerce to buy several products in the last few months. This percentage is the highest in the world in the results of the We Are Social survey starting April 2021. The second position is occupied by the UK with 86.9% of internet users who use e-commerce. Then, internet users who use e-commerce in the Philippines are 86.2%. About 85% of internet users in Thailand and Malaysia also use this service. There are also 84% of internet users in Germany, Ireland and South Korea who use e-commerce. Meanwhile, e-commerce users in Italy and Poland are 82.9% each.



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with

katadata

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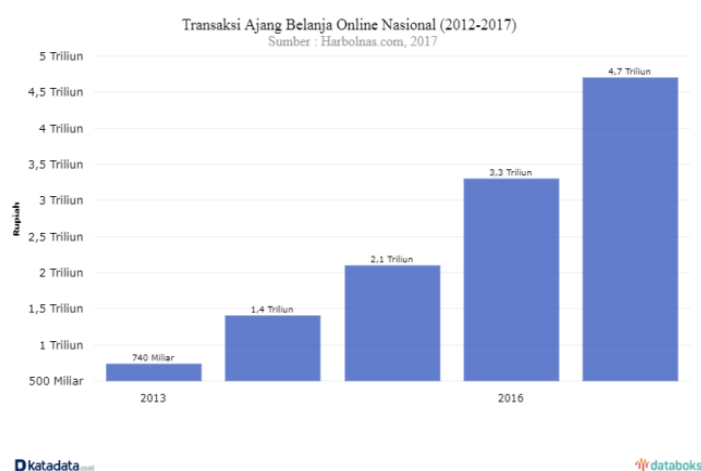
Gambar
Countries
the Highest

Percentage of E-commerce Usage in the World
Source: We Are Social, 2021

Based on the data above, that Indonesia is ranked first as the highest e-commerce user in the world. It can be seen that the Indonesian people are very fond of shopping online through e-commerce. According to the State of Digital Literacy in Indonesia 2021 report released by the Ministry of Communication and Information together with the Katadata Insight Center (KIC), Shopee is the most widely used online shopping application by the public. Of the 10,000 respondents surveyed, 74.7% have installed and used Shopee on their mobile phones. Then Lazada was used by 45.6% of respondents, Tokopedia by 18.6%, Bukalapak by 6.1%, followed by BliBli and JD.ID each at 1.4%. There are also 26.3% of respondents who do not use online shopping services.

This survey also found that the majority or 37.9% of respondents shop online every few months. Followed by respondents who shop online once a month, 27.6%, and 2 - 3 times a month, up to 14%. The survey was conducted on 10,000 thousand respondents from all over Indonesia in October 2021. The criteria for respondents are 13 - 70 years old and have internet access in the last 3 months. The survey method used is multistage random sampling with household survey techniques in the survey area. The margin of error for this survey is about 0.98% at the 95% confidence level.

Based on data from the databoks, research results from Harbolnas.com show that the 2017 National Online Shopping Day Transaction (Harbolnas) which was followed by 254 e-commerce again set a new record high. According to a Nielsen survey, the three-day internet shopping event recorded transactions of Rp. 4.7 trillion, up 42 percent (Rp. 1.4 trillion) from the previous year's event of Rp. 3.3 trillion.



Gambar 1.5
National
Shopping Day

Transactions
Source: Harbolnas.com 2017

Nielsen also noted that 68 percent of the people who shop for Harbolnas are regular consumers who have made transactions. As many as 27 percent are consumers who are shopping for the first time at the Harbolnas event, and 5 percent are consumers who are doing online shopping for the first time. Online shopping consumer transactions in Java rose 35 percent and outside Java it even reached 82 percent and during the Harbolnas festival it was able to increase consumer shopping transactions 4.2 times from normal days.

Shopee implements a unique marketing strategy, one of the promotional programs is Shopee's mainstay strategy. This promotional program uses a singles' day promotion strategy which is carried out on twin dates. Examples are twin date 9.9 which means the 9th

day of the 9th month or September, 10.10 which means the 10th day of the 10th month or October, 11.11th which means the 11th day of the 11th month or November, and 12.12 which means the 12th day of the 12th month or December. Ho (2020) explained that the promotions carried out by Shopee on the twin dates are one of the surefire strategies in increasing sales, on the other hand the promotion program for the twin dates also attracts consumers to buy a product.

The twin date marketing strategy that is still being used today has been taking place every month since 2017. In this strategy, Shopee offers various promotions and different offers during the promotion period of each singles' day promotion period on that beautiful date. The unique phenomenon of twin dates for this marketing strategy has also attracted the attention of the public. The singles' day promotion strategy is also used by marketers in other countries and researched in other countries, especially in China given the enormous growth and development of e-commerce in China.

Based on data from Databook, research results from Katadata Insight Center (KIC) and Sirclo show that fashion products and accessories are most in demand and purchased by consumers when shopping online. As many as 71% of consumers are looking for a product and 66.6% decide to buy it. Up to 44.4% of consumers are looking for credit products and vouchers for e-commerce. In addition, 35.3% of respondents look for body care and beauty products when shopping online. 33.3% of consumers look for household appliances in online shops. Despite many searches, only 27.4% of consumers purchased the product. Meanwhile, 34.2% of consumers are looking for electronic products and accessories for e-commerce. After all, 32.6% of consumers look for food and drink when shopping online. Consumers who look for health products such as medicines and vitamins when shopping online are 28.3%. There are 24.8% of consumers who choose entertainment and collectibles in e-commerce. Up to 23.6% of consumers are looking for products for computers or laptops, cameras, and mobile phones in e-commerce. However, only 16.2% of consumers decide to buy the product.

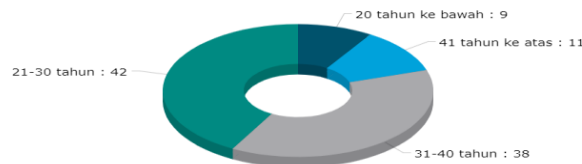
According to Dahlan (in Raymond Tambunan, 2001), consumptive behavior is indeed a behavior that is characterized by the existence of a luxurious and excessive life, the use of everything that is considered the most expensive and provides physical satisfaction and comfort, as well as the existence of a human lifestyle that is driven by the desire to fulfill mere desire. Consumptive behavior is the behavior of buying goods without strong consideration and prioritizing wants over needs (Fattah, Indriayu and Sunarto, 2018). Kusumaningtuti S. Soetiono as a member of the Board of Commissioners of the Financial Services Authority (OJK) said that if the Indonesian people had money, they would prioritize spending or consumption over saving. Often the purchasing decisions taken by consumers are purchases without prior planning, where buyers do it spontaneously, because consumers are attracted by discounts, additional products or stimuli from an attractive store environment, thus generating consumer buying interest.

Research conducted by SIRCLO in collaboration with the Katadata Insight Center (KIC) shows that the pandemic affected 17.5 percent of offline consumers who started trying to shop online. There are various marketing channels that consumers use to shop online, including brands, social media, and websites. Consumers choosing exclusive online shopping increased from 11 percent before the pandemic to 25.5 percent in early 2021. Interestingly, 74.5 percent of consumers who remained offline and online during the pandemic were more likely to shop online. (<https://liputan6.com/>)

Based on a survey conducted by Paypal, 42% of buyers who make e-commerce transactions are aged 21-30 years. This age is the largest compared to other groups. Then

buyers in the age category 31 - 40 years have 38% and 11% for the category aged 41 years and over.

Profil Merchant Social Commerce di Indonesia Berdasarkan Usia



Gambar 1.7
Young

E-

Katadata

Satuan: %

databoks

Age
Dominated
commerce

Actors

Source: PayPal Inc, 2017

Based on the following data, it can be seen that Generation Z and Millennial Generation often spend their salaries doing online shopping in e-commerce. This can be seen from the results of research by Katadata Insight Center (KIC) and Kredivo which show that around 3% to 5% of monthly income is spent on e-commerce purchases. The younger the age, the higher the ratio of income spent on shopping online through e-commerce. In the 18-25 year age category, the average income is IDR 4.6 million per month. And the average number of e-commerce transactions is 5.4% of monthly revenue. In the age category 26-35 years, the average income is higher, namely Rp. 5.7 million per month. Of this, 5.2% of the revenue is spent on e-commerce. Based on the phenomena that occurred above, this study aims to find out and describe how consumptive behavior is in shopping online on beautiful dates through the Shopee site.

2. Literature Review

2.1 State of Art

One of the reference materials in this study was taken from two previous studies. Research conducted by Dita Dwi Istiqomah in 2017 entitled "Consumptive Behavior of Online Shopping Among Students (A Case Study on Youwin Shop Facebook Social Media at Samawa University Students). The purpose of this study was to identify consumer behavior in online shopping through social media Instagram among teenagers in the city of Semarang. The type of research used in this journal is a qualitative descriptive research method. The data collection used was through interview and documentation techniques. The results of this study are the consumptive behavior of Samawa University students in the Youwin Shop social network based on: attractiveness of gifts, discount prices, attractive packaging, conformity to idol figures, display prices or social status and determining product quality by comparing the same type of product but from different brands. different.

The second previous research was research conducted by Aryani Mulyasari in 2017 entitled *Consumptive Behavior in Online Shopping Through Social Media Instagram (Qualitative Descriptive Study of Online Shop @e_fabric on Teenagers in Semarang City)*. The purpose of this study was to identify consumer behavior in online shopping through social media Instagram among teenagers in the city of Semarang. The research method used is descriptive qualitative research method. The data collection used was through interview and documentation techniques. Based on this writer's research, it can be concluded that the online shopping behavior of teenagers in Semarang is included in the category of consumptive consumer behavior because of the excessive online shopping factor.

The similarities between these two studies are that they both use qualitative research methods with a descriptive approach. The data collection technique uses interviews and documentation. The difference between these two studies is that this study has an object on Instagram social media belonging to the @e_fabric account. Meanwhile, the author examines online shopping through the Shopee e-commerce marketplace site.

2.2 Consumptive Behaviour

Consumptive behavior according to Shohibullana (2014) says that consumptive behavior is a behavior based on someone's actions in buying too much without seeing the importance of an item. Someone who buys a product in the form of goods regardless of how important the goods or products are, but this is done just for fun and to show others and tell others that they can buy an item by only thinking about their desires. Based on the above understanding, it can be concluded that consumptive behavior is the activity of consuming goods and services whose production is not planned, crosses boundaries, prioritizes wants over needs and adheres to the consumption of something without restrictions. This means that the consumption of these goods is not based on rational considerations, but because the product is used by many people and many gifts are offered.

The consumption behavior factor arises because people who follow current trends are not satisfied with the goods they already have. Consumer behavior factors according to (Kotler, 2005) that there are factors from outside and from within.

1. Factors from outside (external)

Environmental conditions become a trigger factor that also affects a person's consumptive behavior. Below are some external factors that influence consumptive behavior:

a. In a culture

A person who has a mind has advanced in his different behavioral systems according to the needs of his life. The presence of culture in one area and several streams will shape the behavior of individuals to be different. Therefore, in shopping behavior, it can be seen that there are cultural values that are held by consumers.

b. Social class

Social class or community group is a group consisting of many people who have a balanced position in the community group, have values, have interests and show morality. Social grouping can be divided into several social classes, namely upper, middle and lower classes. This group is based on the criteria of wealth and power, to honor and knowledge related to science. The existence of a social class interaction affects interest, so that the product affects the interest of choice.

c. Reference group

The scope of an environment and group can greatly influence the setting of rules within the group. This condition allows each individual to better adjust the group rules so that they accept and do not reject it. Reference groups are the most important thing to influence a consumer's thoughts and behavior.

d. Family

Family is an external factor that can have a very significant influence on the attitudes and behavior of its members, including consumer decisions. The family influences the behavior of family members in terms of consuming the product. Based on this, it can be seen that parents who are accustomed to spending money and being consumptive will directly teach and train their children to behave in this way and vice versa.

2. Factors from within (internal)

Factors from within (internal) that are very influential in consumptive behavior are motivation, self-esteem, observation and learning processes, personality and areas of control.

a. Motivation is a force that supports human behavior, including buying or using services in supermarkets (markets). The existence of a motivation increases the likelihood that individuals will buy goods and have a purpose because the products purchased are expected not only to meet needs, but can be used as value additions.

b. Self-esteem, which affects shopping behavior, with low self-esteem is more likely to be affected than people who have very high self-esteem.

c. Observation and Learning Process, observation behavior (observation) made by consumers in deciding to buy an item. Observation can be done based on his experience with the product or it can also be based on his experience with past products. Consumer shopping is basically a series of learning processes. If you have a good experience with the product you purchased, the decision will determine whether to repurchase the item in the future. Meanwhile, when you have an experience with something bad, it will be used as a lesson for a consumer by not buying the same product again at a different time or in the future.

d. Personality is a psychological trait that can determine and indicate a person's response to his environment. Personality is also considered as something that can influence decision makers in buying products.

e. Checkpoint, the concept of a person's beliefs with the relationship that exists between behavior and benefits and outcomes. The existence of a person's belief is influenced by factors that come from within and from outside the individual. The place of examination is governed by a theory of social learning which can state, individual choices are based on various potential behaviors that exist in the individual.

According to (Minanda, 2018), the factors that regulate consumptive behavior when shopping online consist of two factors, namely internal factors and external factors. Internal factors come from within the individual, namely attitudes, experiences, observations, personality, self-concept, motives, and shopping motives about the desires and decisions they have when shopping for their favorite products online. Apart from that, there are related perceptions about online shopping, namely the assumption that online shopping is one of the media that provides convenience in carrying out their shopping activities. While the external factor is from outside the individual which is an online shopping habit, which has

become a social habit, so that this habit can influence other people, especially the public, to participate in online shopping.

2.3 Marketplace and E-commerce

E-commerce is a business activity in which consumers, manufacturers, service providers and intermediaries use the Internet, a computer network. (Loudon, 2009), e-commerce is a process in which consumers make transactions with various electronic products between businesses using computers as intermediaries in transacting their needs. Meanwhile, according to (David Baum, 1999), e-commerce is a dynamic set of technologies, applications, and business processes that connect businesses, consumers, and certain communities through electronic transactions and the sale of goods, services, and information produced electronically.

According to research (Mahir Pradana, 2015), a marketplace is a form of business in which the websites involved not only support the promotion of goods but also conduct electronic financial transactions. The website must facilitate all phases of online transactions (online). Based on some of the definitions above, researchers can conclude that e-commerce is an activity or activity that uses information technology that drives the internet and digital communication networks to conduct business transactions and shop online through digital money transfers. Currently one of the fastest growing online stores in Indonesia, Shopee and Tokopedia. Shopee is an online shopping platform that offers a variety of products for sale ranging from electronics, household appliances, clothing, accessories to fashion, and Tokopedia is an online shopping platform that also offers a wide variety of products.

2.4 Shopee Marketing Strategy

Shopee is a Singaporean startup that was launched in Indonesia in December 2015. Shopee is the most popular e-commerce store for consumers because the features it offers are interactive and have different themes every time. Because of this convenience, consumers will shop more online than offline shopping. So that consumers can make product purchasing decisions, consumers have things to consider, for example daily discounts, promotions for free shipping or postage, and promotions such as (11.11).

The marketing tactics or strategies used by Shopee such as discounts and free shipping are included in the sales promotion section. The strategy implemented by Shopee is used to increase purchases and increase the number of new customers. Discounts are present depending on what theme is carried, so consumers think they can get the same product at a lower price. Consumers believe they can get more for less from these discounts, and this includes a price-based promotional strategy so that from this attraction consumers are more likely to buy.

The existence of free shipping for consumers feels like an advantage when they buy goods at regular prices. This promotion strategy is quantity based or where the customer is offered more products at the same price without shipping costs. So Shopee's efforts to encourage purchases are made by offering free shipping products and services at low prices to add to the purchase of other products at no additional cost. By using these two tactics or promotional strategies, it is very possible to intensively influence consumer sentiment in spontaneous purchases which certainly affects consumer behavior. These things are factors for the emergence of consumptive behavior such as discounts and free shipping or postage.

Shopee's tactic or strategy to get consumers to become interested is to offer discounts when the discounts offered are very attractive to consumers. Then consumers will see a promo provided by Shopee, namely a free shipping or postage promo where consumers will

be interested in free shipping or postage by freeing shipping costs which then consumers will carry out consumptive behavior. Shopee is here by offering attractive offers to its customers, including many promos and discount offers that can attract buyers. This makes it more consumed by the public to buy things that are not really needed, this is more prominent, especially among young people.

3. Research Method

This type of research uses qualitative research with a descriptive approach. The researcher decided to use qualitative research because the aim of the study was to accurately describe the characteristics of a particular individual, situation, symptom or group in the research area. This research design was chosen because the qualitative approach can better define social situations so that it can examine and analyze research problems in depth and descriptively. This supports Creswell (2012), who points out that qualitative research is a way to examine and understand the meanings considered by many individuals or groups of people of social or humanitarian problems.

The continuity or process of this qualitative research includes efforts such as asking questions with methods, collecting specific data from participants, analyzing data from specific topics to general topics inductively, and interpreting data. Researchers interact directly with responders or respondents based on research criteria by making online shopping a lifestyle trend. To be able to complete this research, the author will use qualitative research methods, which will later prove the theory and use appropriate steps from the qualitative method, such as conducting initial observations to see how the problem started so that it becomes research material, then conduct interviews to strengthen the data generated, and also looking for supporting sources in research such as books, journals related to research, and various other supports to help complete this research. The next step is to use the data validity method to further strengthen the research and be able to complete and produce reports correctly.

Determination of the subject of this study using the snowball method. Snowball is defined as selecting a source from a number of possibilities, the longer the number of sources, the longer it will take to really know what it is that you want to know in that context. Therefore, in the first stage, the researcher only needs to take one informant. Then to this first person, ask other people who know and understand the case in relation to the information that is the focus of research in the social situation in the area/place of research. And so on, until the research is sure that the data and information collected are sufficient and the data obtained after being processed in the field since the beginning of the study have shown the same results and have not changed again.

The target of this study is people aged 21 to 30 years, as for the reason the researcher chose the subject as research material, namely due to the emergence of an online shopping development that has turned into something that has consumptive behavior and is a concern for people aged 21 to 30 years old. Researchers used the snowball technique to select participants according to predetermined criteria, namely:

1. Often shop online and use Shopee e-commerce
2. Subjects aged 21 to 30 years.
3. Have pocket money and income (salary)

4. Located in the DKI Jakarta area

This research will be conducted in Jakarta. Choosing a research location in Jakarta because the people of Jakarta are the most in the use of online stores from year to year, this is why researchers feel that Jakarta is the right choice to be used as a research place. In this study, researchers want to focus on how consumptive behavior can occur in the community, especially on the beautiful date event at 12.12 which coincides with the National Day.

Data collection is the most important activity in research. Using the right data collection methods can have a significant impact on the quality of the data obtained. To collect the data in this study, the authors use mutually helpful methods to ensure that the data obtained reflect what is in reality. The data collection method used in this study was based on two sources. First, the main data collection in the form of observation, interviews and documentation. And the second is primary and secondary data collection.

Testing the validity of research data using triangulation techniques, namely assessing the validity of data using something other than the data to be analyzed or compared with the data. Before conducting further data analysis, it is necessary to check the validity of the data collected so that the validity of the data obtained by the researcher is truly valid or valid. The qualitative research used in this study produced data in the form of interviews with informants selected by the researcher. Data from the interview process that has been completed is then used as a transcript of the results of the interview for explanation and interpretation of the data. The validity of the data was tested using data triangulation.

Triangulation is a data validation technique that uses something other than data for control purposes or for comparison with data, where triangulation techniques are the most widely used checks from other sources. So the researchers used three types of data in the form of interviews, results of field observations, and documents in the form of screen captures, photographs, etc. As a process to obtain data validity. This study also does not emphasize data reduction, but directly displays data or displays data. A good display or display of data and clearly visible line of thought is something every researcher dreams of because a good display is an important step in the right direction to achieve valid and reliable qualitative analysis without any problems.

4. Result and Discussion

4.1 The Influence of Community Consumptive Behavior in Online Shop Shopping

1. The view of Shopee

Shopee is the number one brand in Indonesia and is widely recommended and can be proven by choosing Shopee, the items you need will definitely be there. The shopee application makes it easy for consumers to browse, buy, and sell any product at any time. Based on the results of data acquisition that has been collected from the informants through the process of observation and direct interviews with informants who are in accordance with the criteria the researcher wants. From the results of observations and interviews with informants, researchers obtained the following data:

a. Knowing e-commerce, especially shopee.

"Yes, I know e-commerce called Shopee, because Shopee is also the largest e-commerce in Indonesia. I often use Shopee as an app to shop online." (Devik, Izmi. 2022).

Everyone knows Shopee, because the Shopee application is the most widely used online shopping application. People using the Shopee application certainly have various reasons, such as wanting to buy products by comparing the prices of goods through Shopee by buying directly. Shopee also has features that are easy to understand in its use.

Shopee has various promotions or discounts offered. Shopee also has many big sale promos every day - special days, beautiful dates, to national shopping day (Harbolnas) etc. The Shopee application offers many offers for consumers, including free shipping, discounts, and many offers on special days. Therefore, many people use the online shopping application at Shopee.

One of the promotions done by Shopee is the existence of a big discount service that is carried out every month which always coincides on beautiful dates or can also be called special date promos. The public's response in responding to this promo was very enthusiastic, especially the discount offer promo was very large. The following is a statement from informants who are always interested in promos for beautiful dates as follows:

- b. E-commerce shopping experience, especially on beautiful dates such as 1.1 to 12.12 and shopping interest
- c. Online at the time of the event, the date is beautiful compared to the usual dates.

"Of course I have done shopping activities at shopee and especially on beautiful dates like 1.1 and 12.12. I am interested in shopping at shopee on beautiful dates because at that time shopee provides many morning benefits for customers like me, for example by giving lots of free shipping vouchers, discount vouchers and what made me choose shopee the most was because of the large cashback vouchers for me" (Devik. 2022)

"Yes, I once bought goods during the beautiful and big sale dates. Because I get many benefits from shopping online, such as: free shipping, cashback points, and there are always big discounts." (Mita. 2022)

"Once and often did online shopping on beautiful dates like 11.11, because on beautiful dates there were lots of cheap flash shale products and lots of cashback as well as free shipping. The advantage that I can shop on beautiful dates is certainly cheaper and there are many discount coupons provided by shopee, at promo events on beautiful dates. Instead of shopping on regular dates because the discounts provided by shopee are only free with a minimum spend of 30k" (Izmi. 2022)

"Yes, I have, because when the date is beautiful, the discount given is very large than when buying on a normal day. Because usually on beautiful dates there are lots of promos, so you can save a little on expenses" (Analia. 2022)

Through the quote above, it can be seen that the informants feel the benefits when promo dates are beautiful, such as getting the benefits of free shipping vouchers, cashback vouchers, even with this promo they can save a little spending on online shopping.

Along with the development of business units and technology, they are divided into two, namely online stores and conventional stores, both of which have advantages and disadvantages. Online shopping does not need to be met by sellers and buyers, everything is done online through a website or a platform, while conventional shopping certainly brings sellers and buyers together in places such as shops and markets.

d. Interest in shopping online compared to shopping conventionally

"I am interested in shopping at shopee on beautiful dates because at that time shopee provides many benefits for customers like me, for example by providing lots of free shipping vouchers, discount vouchers and what made me choose shopee the most was because of the large cashback vouchers. for me. "Because the prices in online stores are cheaper, it's easier to pay and transfer anywhere, and there are lots of discounts" (Devik, Mita. 2022)

Through the interview excerpts, it can be seen that they prefer to shop online because they have the advantage of having vouchers that can be used when they want to buy products through Shopee.

"Choose online shopping because it is flexible in terms of time and there are many options for choosing goods and prices are relatively cheaper than conventional shopping which requires free time when activities are busy and the prices are quite high" (Izmi. 2022)

"Interested because it is more efficient, especially if you are busy and don't have time to go to the mall, so I prefer to shop online." (Analia. 2022)

The above statement is different from the DAR and MA. The reason IAZ and AS choose to shop online is because it is flexible and efficient in terms of time and options in choosing goods. So both prefer to shop online.

2. Factors of Consumptive Behavior

Consumptive behavior has become commonplace in society and it is no longer surprising if it is considered a normal behavior. Consumer behavior is one of the behaviors that characterizes a luxurious and extravagant life. A person who engages in consumption consumes expensive goods and is considered to provide satisfaction and comfort to consumers.

a. Understanding and how consumptive behavior can occur

"I understand what consumptive behavior is. It is behavior where customers in e-commerce carry out activities that don't really need to be done. I think consumptive behavior can occur because customers from e-commerce are unconsciously interested in what they see, therefore they can be influenced to see and buy these products." (Devik. 2022)

Based on the results of the interview with the informants above, DAR assumes that consumptive behavior can occur because of an unintentional interest so that consumers are influenced to see and buy these products.

"A person who does and uses something excessively. Because of the association that makes us jealous of others, so the desire to have what other people have is very high" (Mita. 2022)

Based on the informant's expression above that MA becomes consumptive because of the influence of the social environment that makes him jealous and wants to have what other people have.

"Yes, I know, consumptive behavior is someone's excessive behavior in buying something without having to see if it is needed or not. Consumptive behavior can occur because they cannot manage finances personally, and in this day and age where technology is getting more sophisticated, I or they can shop online by seeing a product promotion that makes someone feel like buying it because of the promotion. Not only that, surely a person's hedon lifestyle will affect consumptive behavior" (Izmi. 2022)

"Yes, I know, consumptive behavior is an act that tends to use or use, can't resist the urge to buy something such as unplanned needs or being excessive. Consumptive behavior can occur because of the needs, desires, habits in a person and accompanied by the presence of capital and is influenced by trends, especially in the current digital era, fashion trends. as a product promotion" (Analia. 2022)

In contrast to the previous informants' statements, IAZ and AS said that they became consumptive behavior due to the influence of the times, especially in the promotion sector which made these two informants easily attracted to a particular product.

Consumptive behavior factors can be used as a benchmark in consumptive behavior. Factors causing consumptive behavior also come from two factors, namely internal factors and external factors. Internal factors consisting of: motivational factors, where the individual in buying is influenced by his inner urge to have and use the desired goods/services when buying and using goods/services. External factors consist of lifestyle factors in which individuals buy and use goods/services to fulfill a lifestyle so as not to be out of date.

b. The benchmark for the occurrence of consumptive behavior

"In my opinion, the benchmark for a person's consumptive behavior is indirectly buying a product that he should not buy because at first he did not need the product" (Devik. 2022)

"Consumptive behavior causes people to become lifestayers. The benchmark for a person's consumptive behavior is when we intentionally buy an item that we already have before, even though we don't really need the item, and this happens over and over again" (Mita. 2022)

"The benchmark for consumptive behavior can be said if we indirectly buy a product even though our intention was only to see the product before, even though we don't really need the item" (Izmi. 2022)

According to DAR, MA and IAZ informants, the benchmark for consumptive behavior is because consumers indirectly buy a product due to several things, one of which is interest caused by attractive promos that make consumers buy the product even though they don't actually need the product.

"There are desires, hobbies, needs, habits and accompanied by the presence of capital" (Analia. 2022)

According to US informants, the benchmark of this consumptive behavior is due to the existence of a desire, passion, and need for something desired. However, it must be accompanied by the existence of capital so that their needs can be fulfilled.

c. Categorize and share experiences related to consumptive behavior

"In my opinion, I fall into the category of consumptive behavior, because I like to buy things that I don't need, but because I am interested in advertising, I buy the goods. "My story has become a consumptive behavior is that I once bought a stuffed fish for a cat, even though I don't have a cat and there is actually no interest in buying the item at all, but by seeing the advertisements and promos offered, I indirectly bought it. the product." (Devik. 2022)

"Yes, incl. Because I see myself always wanting to buy things when I see a promo. "When a beautiful date is always overspending, most of what is bought is not for needs, due to big discounts" (Mita. 2022)

"Maybe you could say I am in the category of consumptive behavior, because there are discounts or no discounts from brands or products, I don't think long about buying these products while I have money. "My experience has become a consumptive behavior, always shopping for whatever product I need or not. Especially at shope events, I am very loyal to buying discounted items at shoppe. Because I think that such a discount price cannot come twice, so I immediately check out without thinking about its future use. Even though at the end there is a sense of thinking about the financial expenses used." (Izmi. 2022)

"I belong to the category of consumptive behavior. "My experience is like buying a watch, because I like to collect even though the watch is still in good condition, not damaged" (Analia. 2022)

Consumptive behavior has various forms of impact, both positive and negative impacts. The positive impact of consumptive behavior is that individuals who have consumptive behavior will feel or have satisfaction and will feel happy if they fulfill all their desires. However, not all consumptive behavior will bring a good influence, one example of the impact of consumptive behavior that should not be done is when buying products that are not really needed and making themselves behave extravagantly by this they cannot take the money they have.

d. The impact of consumptive behavior

"I don't know if there is a good impact if we become consumptive behavior, because the good impact can only be felt by the seller, the products they offer are sold by people who don't actually need the goods. Of course there are bad impacts, namely financially, our finances become unstable if we carry out consumptive behavior too often" (Devik. 2022)

"The good effect is that we have what we don't have and there is a sense of satisfaction because we have made ourselves happy. The bad impact is that our money will definitely run out quickly and we can't save for other needs" (Mita. 2022)

According to DAR and MA informants, the negative impact of consumptive behavior is that financially, it will decrease more quickly because you buy products that you don't really want.

"A good impact may be, having a brand at an affordable price from the previous store price. Negative, financial spending is very, very wasteful and many products are unused because they are not suitable for use" (Izmi. 2022)

"The good effect is getting the use of the product purchased, the bad impact is if you overdo it without considering the usability aspect, you can't save." (Analia. 2022)

According to IAZ and AS informants, they both said that a consumptive behavior has positive and negative impacts, the positive impact is that consumers can buy goods at affordable prices, while the negative impact is that consumers can have financial problems because they are too wasteful so they can't save .

The intensity of accessing online stores can be seen as the intensity of online shopping which is a measure of the quantity in access to e-commerce advertisements or online buying and selling shops by internet users. In the online

store there are product displays and at the same time advertise products that are made in a very attractive format containing very complete product information. So if it is consumed continuously with high intensity, it will have a significant effect, namely the desire to buy which is sometimes unplanned.

3. Shopping Intensity

- a. When was the last time you shopped online and the intensity of shopping for the past month and spending on shopping on e-commerce.

"The last time I did shopping at the online store was at 8.8 at shopee" "In one month I don't do online shopping very often but if there is a beautiful date event then I will definitely open e-commerce to have a look and in the end buy some products ." Usually in one month the money spent to buy products is around Rp. 200,000, - because I buy things that are cheap and not expensive" (Devik. 2022)

"On August 8, 2022 "Approx. 3 times" "Approx. Rp. 1,500,000, - "(Mita Aarsalna. 2022)

{On August 8, 2022, More than 5x a month, Around Rp. 100,000, - " (Izmi. 2022)

"08 August 2022 because on that date is a beautiful date that has many promos" "4x in one month". "Rp.400,000, - thousand to Rp.600,000, - thousand" (Analia. 2022)

According to all informants who have been interviewed, namely DAR, MA, IAZ, AS, they said that all of them last shopped in August 2022 and on the 8th, this proves that these beautiful dates are the influence of someone to carry out this consumptive behavior activity. In doing online shopping, it is necessary to have a consideration that can be used as a decision. A decision is an election with two or more alternative choices, in other words, to make a decision there must be an alternative choice

- b. Consideration of decisions when shopping

"My considerations for buying a product in e-commerce are the first if the product has an affordable price, the second is getting a free shipping voucher" (Devik. 2022)

The DAR informant said that he carried out his shopping activities in e-commerce with full consideration, namely by looking at the product price first and then checking whether there was a free shipping voucher if he made a purchase or not.

"There are often considerations before making a definite purchase" (Mita. 2022)

"Yes, there must be considerations in buying an online shop product, such as comparing the price of the store to other stores, the quality, service and finances that I have are sufficient or not" (Izmi. 2022)

"There are in terms of usefulness, quality, price, time range for the arrival of a product to the location, as well as consumer reviews" (Analia. 2022)

According to the MA informant, IAZ, AS said that before buying a product, certain considerations must be made, for example, such as looking at the quality and service and looking at the main finance, whether you can afford to buy the product or not. Currently the trend is used as a determination in shopping in e-

commerce. Especially in the shopping lifestyle, it is a consumer habit to spend part or even all of their money to get the various products they need.

c. The influence of trends in determining shopping in e-commerce

"I once bought a product. Because the product was trending and became viral, as a result, I immediately bought and tried the item" (Devik. 2022)

"Certainly, because new products are more tempting"(Mita. 2022)

"Yes, there must always be, such as clothes that are always crowded and influenced by today's trends" (Izmi. 2022)

"Yeah, seeing that fashion trends are getting more and more out of control, that's why I always want to have the latest items" (Analia. 2022)

Based on the results of interviews with informants, namely DAR, MA, IAZ, AS, they said that they had all shopped at e-commerce because they were influenced by a trend and viral so that consumers indirectly looked at the products that were trending or viral.

d. Experience when shopping in e-commerce

"I once bought an item at an online store on a beautiful date, namely 8.8, I bought a product which initially was getting a big promo until the price was only 1,000 rupiah and finally I checked out the item and was ready to wait for the item to arrive. However, up to 5 days later, I received news from the seller's shop that the product I bought could not be processed and finally the seller canceled my purchase unilaterally."(Devik. 2022)

According to this DAR informant, he told that he had experience shopping in e-commerce, namely buying a product at a beautiful date event with a certain promo, but there was uncertainty that the product would be sent and suddenly the product was canceled unilaterally by the seller.

"Once, the results did not match the one in the photo. "There is always something unpleasant or unpleasant. Such as wrong delivery, damaged goods, not in accordance with the buyer's expectations of the catalog displayed with n product and delivery which is quite long." (Mita, Izmi. 2022)

"Yes, when I bought a reading book, the book that was sent turned out to be torn, then the time it arrived did not match the schedule listed on the shopee." (Analia. 2022)

Based on the results of interviews with informants, namely MA, IAZ, A, they told their experiences about shopping in e-commerce where MA and AS sources both had experiences of incompatibility with the products purchased, while IAZ sources said they were not wearing, namely the products purchased were sent incorrectly and The item purchased is incorrect and damaged.

4.2 Discussion Result

Consumptive behavior is the activity of consuming goods and services whose production is not planned, crosses boundaries, prioritizes wants over needs and adheres to the consumption of something without restrictions. This means that the consumption of these goods is not based on rational considerations, but because the product is used by many people and many gifts are offered. Consumptive behavior that continues to be carried out can become a bad habit because of the desire to pursue desires alone, not because of the

desire to pursue needs. There are many factors that influence a person with a consumptive attitude, such as the trend of globalization that easily penetrates social media, wants to be known in their social environment, wants to try new products and the like. Consumptive behavior according to Shohibullana (2014) says that consumptive behavior is a behavior based on someone's actions in buying too much without seeing the importance of an item. Someone who buys a product in the form of goods regardless of how important the goods or products are, but this is done just for fun and to show others.

E-commerce is the process of selling or buying services/products via the Internet (commerce.net) with a focus on individual-based business transactions using the Internet as a medium for exchanging goods or services between agencies or individuals with agencies (Net - Ready). There are 5 E-commerce business models in Indonesia, namely Classified Ads, C2C Marketplace, shopping malls, B2C online stores, social media online stores. One of the most widely used e-commerce business models is the C2C Marketplace. Shopee is a well-known C2C e-commerce provider in Indonesia, they offer attractive programs for sellers such as the Shopee Mall program.

For C2C (Consumer to Consumer) e-commerce companies such as Shopee, the quality of sellers registered with the company is very important because it can affect the good image of the e-commerce company. In C2C e-commerce, C2C e-commerce parties can use digital technology to automatically receive data or information related to seller activities, so that they can easily monitor or control the quality of sellers. The activities of the sellers will also be selected and evaluated. This is because in the C2C marketplace model, buying and selling activities must use online transaction facilities such as escrow services or third party accounts to ensure transaction security. C2C is a business that provides a marketplace for consumers to make sales and purchases online, with the hope of getting as much profit as possible without breaking the bank. C2C activities can be carried out directly by various parties through the Internet network, this is due to the large number of various kinds of Internet media services that facilitate the continuity of this activity.

PT Shopee International Indonesia implements C2C trading transactions as a marketing incentive to encourage consumers to make impulse purchases. According to the community, online shopping at Shopee is very suitable to fulfill their desire for applications that can meet their daily needs. Thus, the emergence of consumerism in society is due to the convenience of consumers such as in Shopee from its C2C trading/market trading system. Through the Shopee application that applies the C2C model, consumers can easily get what they want. And also the consumptive behavior experienced by the community does not just happen, there must be something that underlies them to carry out consumptive behavior activities. The things that underlie people doing consumptive behavior can be caused by various factors, such as external factors and internal factors. The following is an explanation of why these factors can influence people in doing online shopping activities so that they become consumptive.

a. External Factors

1. Cultural Factor

In society, we know that culture is a very pervasive thing; so culture is a factor that influences consumer behavior. Culture is a holistic way of life. Culture is complex, abstract, and broad. From this we can conclude that culture plays an important role in

an individual's life. If there are other cultures that are considered more attractive than their own, they are more susceptible to foreign cultural influences. This cultural factor has a significant influence on consumer behavior when shopping online. Based on the results of the analysis, culture can influence consumptive behavior and it is undeniable that today's society is influenced by the demands of the times which always follow the latest fashions, so that the current of modernization makes people inevitably follow fashion both in terms of dress, lifestyle and everyday interactions. This can lead to consumptive behavior if culture from outside can enter the country.

2. Economic Factor

Product selection is strongly influenced by the economic situation. The state or situation of the economy consists of income that can be or can be spent (rate, stability, pattern, timing, money saved, borrowing ability, and attitudes towards spending and saving. Price-sensitive commodity marketers keep a close eye on trends and personal income, savings, and interest rates.

Based on the results of the analysis, it can be concluded that online shopping that is done by the community is a demand of the times that covers all aspects of life, online shopping goods (online shopping) is also one of the markers that the person is from the upper strata even though in fact people who shop online are not all from the middle class. the upper strata, because the goods offered in online shopping are not only branded but also affordable. With the prices provided by online stores, people can behave consumptively because they can buy goods at affordable prices and can compare prices from one online store to another. And also based on the data obtained through interviews, the informant has an income earned in one month, namely (MA) Rp.4.600.000

3. Social Factor

And finally, the factors that influence the occurrence of consumptive behavior are social factors, where these social factors influence and arise because individuals follow a fashion or trend that is currently in effect as a result of the emergence of a different desire to appear and tend to never feel satisfied with what they already have. Previously, this behavior occurred due to the so-called reference group. This reference group makes the informants feel a feeling of invitation to buy an item that has been offered by one of the reference groups, for example, there is a new trend that is happening in the community and consumers feel that this is what they are interested in following the ongoing trend because it indirectly immediately follow it. Based on the reference group, one of the informants who is already working makes online purchases because of recommendations from his office friends on the grounds that the recommended product will be suitable when used. With this, the informant is interested in buying because it will attract the eyes of his office friends and get praise. This indicates that the influence of the reference group makes buyers interested in buying these products.

b. Internal factors

1. Motivation

When people are highly motivated to buy products, goods, or services, they tend to make purchases irrationally. Based on the results of the analysis, the motivational factor arises due to a very high internal drive when seeing a desired product. The motivational factor is very influential in people's consumptive behavior in buying a product, because if the motivation in oneself is very high and when the will is realized it will give its own satisfaction for him. Like when buying goods, people have the desire to compare prices and quality between one online store and another.

2. Family

Family is the main criterion in primary, secondary, and tertiary needs because it is the first component that will see and imitate the behavior carried out. Based on the results of the analysis, the family influences consumptive behavior because the family has a role to influence purchasing decisions in e-commerce, for example, such as one family member who buys something unique and affordable, then other family members become interested in buying the item. purchased by family members. In addition, the family also has a role in the occurrence of behavior consumptive activities where the family can provide pocket money which will be used for shopping in e-commerce, such as pocket money owned by informants which vary from Rp. 500,000 to Rp. 2,800,000.

5. Conclusions and Suggestions

Factors behind consumptive behavior in online shopping on beautiful dates through the Shopee site, there are informants doing online shopping activities to look for a product that even though they already have it, even just to look for the color difference of the product. Therefore, consumptive behavior can occur due to several factors which will be divided into two, namely external factors and internal factors. External factors which include the first, culture caused by fashion trends from other cultures. Second, the economy where there is a person's ability to his financial economy so that he becomes consumptive. Third, social where there is influence from an environmental group to create a feeling of invitation to buy an item. Internal factors include motivation or encouragement in a very high self when seeing a desired product and family that influence the decision to purchase a product at an online store.

Purchases through online stores are made without considering time and considering needs and wants. The intensity of purchases also cannot be estimated once a month because they shop online too often and how many products will be purchased when shopping online, the amount of money that will be spent does not care at all. How much money is needed will be met so that the desired product can be owned even if you have to give up half of the savings or even more. In this study, it was also found that some people use their money to shop online either to meet their needs or just to buy products based on the discount shopping vouchers provided by Shopee.

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