

Student Consumptive Behavior in Online Shopping Through E-Commerce Shopee

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ABSTRACT

Consumptive behavior is a person's action in buying goods excessively, the purchase is in accordance with the wishes, not in accordance with the needs. The purpose of this study is to find out the factors that influence student consumptive behavior in online shopping through e-commerce shopee and strategies implemented by students to minimize consumptive behavior in online shopping through e-commerce shopee. In this study using qualitative methods, the research population was students majoring in Sharia Economics, Faculty of Islamic Economics and Business, IAIN Syekh Nurjati Cirebon Academic Year 2022/2023, totaling 136 students, with a sample of 10 respondents and the sampling technique used purposive sampling. The data sources used in this study are primary and secondary data sources. Data collection techniques were carried out through interviews and observation, and data analysis techniques using data reduction, data presentation, and drawing conclusions. The results of this study indicate that more students behave consumptively. This consumptive behavior is caused by several factors, namely perceptions about online shopping, discount factors, online shopping because it follows fashion trends, online shopping to maintain appearance, and online shopping because it is influenced by friendship groups. The strategy used by students to minimize consumptive behavior is by making a list of needs or priorities, managing finances properly, getting into the habit of saving, not using online loans such as shopee paylaters, having to be able to control or control yourself, and not frequently opening the shopee application.

Keywords: *Consumptive Behavior; Online Shopping; E-commerce; Fashion Trends*

INTRODUCTION

In today's all-digital era, information technology is experiencing very rapid development, for example smartphones and the internet. With the advancement of information technology, it can make it easier for humans to meet the needs of life. Smartphones and the internet are inseparable in human life, even as they are ingrained, especially for today's youth who want everything to be instant and practical. Smartphones and the internet can be accessed anytime and anywhere, so that everyone can easily explore what they want (Marpaung, 2018).

Currently for today's young generation, the internet has become a primary need. Especially when the Covid-19 pandemic occurred two years ago which caused everyone to spend more time at home doing various activities such as work from home, school or college so that internet users in Indonesia increased compared to the previous year. According to data from the Association of Indonesian Internet Service Providers (2022), it shows that there are 210,026,769 internet users in Indonesia out of the total population of Indonesia in 2021, which is 272,682,600 people. In 2018 internet penetration reached 64.80%, in 2019 to 2020 internet penetration increased to 73.70%, and in 2021 until now internet penetration has increased to 77.02%. This shows that the development of the internet in Indonesia is very rapid.

The rapid development of information technology and the internet has changed human life in various fields, one of which is in the economic field. Currently, advances in information

technology are driving the economy towards a digital economy, for example, such as online shopping through e-commerce (Ermawati & Lestari, 2022). Currently online shopping through e-commerce has become a trend among students, one of the e-commerce that is most liked by today's youth, namely shopee. Online shopping through e-commerce shopee is very easy because we can find various kinds of products quickly without having to go to shops, supermarkets or malls, and payment methods can also be done easily, namely through digital payments and can also be through the COD (Cash on. Delivery). Shopee e-commerce also offers various promos such as free shipping vouchers, cashback, flash sales, and so on, product prices at Shopee are also cheaper than at offline stores. With convenience and various promos, students are easily tempted and more consumptive, they are willing to spend their money just to buy goods or products that are not important (Afrianto & Irwansyah, 2021).

Consumptive behavior is a person's behavior in buying goods excessively, these purchases are in accordance with desires, not according to needs. Someone who behaves consumptively is intended to obtain maximum satisfaction, to increase prestige, to show social status, and to gain recognition from others. Campus is a place where students gain knowledge, sometimes become a place for competition to show the fashion style they use. Students prefer to spend their pocket money to buy trendy items or products rather than buying books for college. Now online shopping is becoming a trend that is increasingly favored by the younger generation, including students, because online shopping through e-commerce shopee can make it easier for students to get the desired goods or products. Thus, giving rise to consumptive behavior among students.

From the background described above, the formulation of the problem discussed in this study is what are the factors that influence student consumptive behavior in shopping online through e-commerce shopee? and what are the strategies carried out by students to minimize consumptive behavior in online shopping through e-commerce shopee? From the background and formulation of the problem, the purpose of this study is to determine the factors that influence student consumptive behavior in online shopping through e-commerce shopee and to find out the strategies implemented by students to minimize consumptive behavior in online shopping through e-commerce shopee.

LITERATURE REVIEW

Fulfillment of all the necessities of life is the desire of every human being. The more mature a person is, the more his needs and desires will increase. In the process of fulfilling life's needs, humans are faced with economic problems, namely inequality, where the number of human needs is not limited but the means of satisfying them are very limited. One theory related to this is Maslow's theory or the hierarchy of human needs created by Abraham Maslow regarding the motivation of human needs. The theory explains that a person has five levels of needs, namely the lowest to the highest needs. These five needs include physiological needs in the form of basic human needs, security needs in the form of self-protection needs, social needs which are the needs to establish relationships or interact with other people in the surrounding environment, and ego needs which are needs to get more recognition from other people, and the need for self-actualization is a need based on a person's desire to be the best person according to his potential and abilities (Bari & Hidayat, 2022).

In this study, the authors only took a number of previous research sources to become a comparison and reference for authors to increase knowledge and information as well as to avoid plagiarism in

this study. As for some previous studies that have the same subject matter as the researchers did, including:

First, research conducted by Andika & Masithoh (2021) entitled "Effectiveness of the Shopee Marketplace as the Online Shopping Marketplace Most Liked by Students". The results of this study indicate that recently many students have been shopping online. They think that online shopping is very practical, and the prices given are cheaper. One of the platforms that students like the most is shopee, a marketplace that offers lots of promos for its users. Online shopping, which is currently a trend, has a good or bad influence on consumers. Therefore, a student must be able to use the platform wisely.

Second, research conducted by Ependi & Pahlevi (2021) "Student Purchase Decisions on Online Shop Shopee Products and Their Determining Factors". The results of this study indicate that promos provided by shopee, such as offering discounts, free shipping, and cashback can have an impact on purchasing decisions. The process or stages in consumer purchasing decisions begin with problem recognition such as finding out what we need, then looking for information about an item to buy, then evaluating alternatives, then deciding to make a purchase, and finally behavior after purchase. And the consumer buying process is caused by internal factors that come from buyer psychology and external factors in the form of outside influences.

Third, research conducted by Sari et al., (2022) entitled "Patterns of Student Consumptive Behavior Due to Online Shop Use in View of Islamic Consumption Ethics". This study shows that students who use online shops result in student spending increasing more than before. Online shopping students are based on four things, namely shopping because they want to increase self-confidence, shopping because the packaging is attractive, shopping because they are curious about product functions, and shopping because there are promos. College students who shop online are more wasteful than ever and buy products only for fleeting wants, not to fulfill needs. This contradicts the ethics of Islamic consumption. Because according to Islamic consumption ethics, a person must spend his money wisely, not wasteful or stingy, and must prioritize buying products according to needs rather than wants.

Fourth, research conducted by Fitria (2015) entitled "The Impact of Online Shops on Instagram in Changing the Consumptive Lifestyle of Shopaholic Women in Samarinda". This study shows that shopaholic women in Samarinda are more consumptive due to the emergence of an inner desire to look attractive by following the current fashion trends. This shows a consumptive life behavior, namely buying goods because they want to get recognition from others, look attractive, follow trends and lifestyles.

Fifth, research conducted by Asmita, & Erianjoni (2019) entitled "Consumptive Behavior of Student Students in Following Current Fashion Trends (Case Study of Sociology Student at FIS UNP)". This research shows that nowadays the development of fashion trends has a considerable influence on the consumptive behavior of final semester female students. The consumptive behavior carried out by female students includes hunting for discounts at malls, shops, or online shops, often changing clothing models when going to campus or outside campus, often making fashion purchases on social media or through online shopping media, visiting too many shopping centers. shopping for the sake of buying goods or fashion products, often buying clothes for female students who do business online and often discussing the development of fashion trends.

RESEARCH METHODS

Researchers conducted research at the Faculty of Islamic Economics and Business IAIN Syekh Nurjati Cirebon, which is located on Jl. Struggle By Pass Sunyaragi City of Cirebon. Researchers conducted research in this place, because they wanted to find out how the consumptive behavior of students majoring in Islamic Economics, Faculty of Islamic Economics and Business, IAIN Syekh Nurjati Cirebon, in shopping online through e-commerce shopee. The planned time to conduct this research is from October to December 2022.

The population is an area that contains a group of objects or subjects that have specific criteria determined by the researcher to be studied and then drawn conclusions. The population also includes all the characteristics or properties possessed by the subject or object (Siyoto & Sodik, 2015). The purpose of determining the population size is so that researchers can determine the number of samples and can limit the area of generalization. In this study, the research population was students majoring in Sharia Economics, Faculty of Islamic Economics and Business, IAIN Syekh Nurjati Cirebon Academic Year 2022/2023, totaling 136 students.

Research subjects or commonly called respondents are parties who become samples in a study. The sample is part of the number and characteristics possessed by the population that can represent the population (Syahri, 2014). The technique for determining the sample using purposive sampling. Purposive sampling is a way of determining a sample by going through various considerations or certain criteria (Winarni, 2021). The considerations or criteria that became the sample in this study were:

- a. Active student majoring in Sharia Economics, Faculty of Islamic Economics and Business, IAIN Syekh Nurjati Cirebon, Academic Year 2022/2023.
- b. Students who have done online shopping through e-commerce shopee.

The sample in this study is referred to as a respondent/informant, namely someone who can provide in-depth information related to a problem to be studied. In this study, the number of respondents/research informants was 10 students from the Department of Sharia Economics, Faculty of Islamic Economics and Business, IAIN Syekh Nurjati Cirebon, Academic Year 2022/2023. In this study, researchers used qualitative methods, namely research methods that were realized in descriptive form including written or spoken words from observable behavior (Hadi, 2016). So, qualitative research is a research process where the data generated is not in the form of numbers, but data obtained in descriptive form to describe problems obtained from writing, words and behavior that can be observed from the subject itself.

In this study, researchers used primary data sources and secondary data sources. In this study, the primary data sources were obtained directly from the results of in-depth interviews conducted with students majoring in Islamic Economics, Faculty of Islamic Economics and Business, IAIN Syekh Nurjati Cirebon Academic Year 2022/2023, and secondary data sources derived from books, journals/articles, and previous research studies. In this study, the data collection technique used was through observation and in-depth interviews. The data analysis technique used in this study is data reduction, data presentation, and drawing conclusions. Data reduction, namely the researcher selects information that is considered important and discards information that is considered unimportant, then the data that is considered important is presented in the form of a report on the results of the research that has been carried out, then the information that has been presented is concluded so that the information presented is concise, clear, and easy to understand.

RESULTS AND DISCUSSION

Factors that influence student consumptive behavior in online shopping through e-commerce shopee

Based on the results of interviews and observations of 10 students from the Department of Islamic Economics, Faculty of Islamic Economics and Business, IAIN Syekh Nurjati Cirebon for the 2022/2023 Academic Year, it shows that there are more students who have consumptive behavior compared to students who shop online due to needs. Consumptive students make online purchases through e-commerce shopee twice a month or more and these purchases are made based on wishes, following trends, and following friends. The factors that influence student consumptive behavior in online shopping through e-commerce shopee, namely first, perceptions about online shopping. Students think that online shopping is easier and more practical, because it can save costs, time, and effort. The products in shopee are also very diverse and complete, so that it can make it easier for students to find the items they want, because they don't have to go to shops, supermarkets, or malls. And because students also have a lot of busyness and busy activities on campus, so students don't have time to buy goods directly. Therefore, students prefer online shopping as a shopping alternative for them. Students consider that there are many benefits to be gained from online shopping, such as convenience or practicality in shopping, shopping through e-commerce shopee is very easy because there are various kinds of products available and payments can be made through digital payments or cash on delivery, and the price of goods at shopee is cheaper compared to prices in offline stores.

Second, online shopping because of discounts. Discounts are price reductions made by reducing the original price by a few percent, so that the price offered is cheaper than the original price. The discount offered aims to attract consumers to buy the products offered. Therefore, consumers feel attracted by discounts because consumers feel more benefited and for reasons to save money. Many students like to look for items at discounted prices. With discounts, students unconsciously become more wasteful because they spend excessively. When students shop online, their goal is not to focus on their needs, but only to focus on the discounts offered, moreover, at Shopee there are many attractive discounts such as discounts, cashback, flash sales, and free shipping vouchers. Students have a high purchase rate, when they see a product or fashion that is considered good, cute, and interesting, especially when the item is on sale, a desire arises to buy and own the item or product they see.

Third, online shopping because it follows fashion trends. Trends are anything that is popularly discussed in society at a certain time. In this case, people including students tend to want to buy the latest trending goods or products, such as clothes, shoes, bags, headscarves, accessories, and so on. Basically, students make online purchases just to follow fashion trends, where students are always updated on everything related to trends in their surroundings. Students don't hesitate to buy interesting items and keep abreast of trends, because nowadays if students don't follow existing trends, they will be said to be out of date and out of date. So that students are no longer concerned with their needs when buying goods, they prefer to buy goods according to their wishes. This causes students to be more consumptive.

Fourth, online shopping to maintain appearance. Maintaining appearance is very important for students. Students always want to look attractive and fashionable in front of their friends. Therefore, to support and maintain their appearance, students always wear clothes that follow trends and matching, complemented by various accessories such as watches, bracelets, rings, glasses, and so on. And every time students go to campus; they like to change clothing models with current ones. In addition to supporting their appearance, students do this so that they are always confident in their appearance.

Fifth, online shopping because it is influenced by friendship groups. A friendship group is a place where a group of individuals interact and establish kinship with one another. In interacting, groups of friends or friendships influence shaping a person's character, personality, and lifestyle. In friendship groups, students must have friends who like or like online shopping, so that this can create a feeling of wanting to imitate and follow their friends to make these online purchases. This shopping hobby arose because of just joining friends. If we see a friend has the latest item or product, then he will also buy the item or product. Therefore, friendship groups can influence students to join in making online purchases.

Strategies carried out by students to minimize consumptive behavior in online shopping through e-commerce Shopee

Consumptive behavior is an action taken by someone in buying goods or products excessively, only according to desires, not buying goods based on factors of need. This consumptive behavior can be overcome or minimized in several ways: first, students must make a list of needs or priorities. By making a list of needs or priorities, they will prioritize their needs first and think twice when tempted to make purchases that don't suit their needs. It is part of self control to manage consumptive behaviour (Layaman et al, 2022). So, students can distinguish goods that include needs and goods that include wants. Second, manage finances properly, such as recording income and expenses in detail. Because by managing good finances, students can allocate their money according to expenditure items so that there is no waste.

Third, consumptive behavior can be minimized by getting used to saving. Because by getting used to saving, we have savings that can be used for urgent needs or can also be used for the future. The habit of saving is quite difficult for young people today, including students. To get used to saving, we can save a small amount, but do it routinely. Fourth, do not use online loans such as shopee paylater. Because the use of shopee paylater contains flowers, small flowers can make users feel tempted and addicted to using them again. Fifth, as students we must be able to control or control ourselves, don't be afraid to miss trends and don't follow friends who buy goods or products that are not based on needs. Sixth, don't look at or open the shopee application too often, we can open the shopee application when there is a need that must be purchased. Because if we often open the shopee application, we will be tempted to do online shopping without any consideration.

CONCLUSION

Most students are still consumptive in making purchases online. The development of fashion trends can increase student consumption levels compared to before. Students often make online purchases just to follow their desires and keep abreast of fashion trends, they do not attach importance to and prioritize their needs. This is done by students because they want to always look attractive and fashionable in front of their friends. They prefer to spend their money on buying things they want rather than buying books for college. Thus, it cannot be denied that the level of student consumption of fashion products is increasing. The factors that influence students to shop online through e-commerce shopee are students who think that online shopping is more effective and efficient, the products available at shopee are very diverse and complete, and the price of goods at shopee is cheaper than shopping at offline stores, and also there are discounted prices, flash sale vouchers, free shipping, and cashback. In addition, students shop online because they follow fashion trends, shop online to maintain or support their appearance on campus, and shop online because they are influenced by friendship groups. The strategies carried out by students to minimize consumptive behavior are by making a list of needs or priorities, managing finances

well, getting used to saving, not using online loans such as shopee paylater, and having to be able to control or control yourself, don't be afraid to miss trends and don't follow shopping. friends, and don't look at or open the shopee application too often. Therefore, students as consumers who like to buy goods or products online should be wise in using online shopping applications, and students should be able to distinguish what items are needs and what items are included as wants, so that students are not wasteful and can consider and think twice to buy the item. So that consumptive behavior in online shopping can be minimized.

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