

Online Shopping Behavior of 2017 Economics Education Students after Learning Marketing Management

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Abstract: This research aims to identify the behavior of 2017 Economics education students at Pelita Harapan University regarding online shopping after studying Marketing Management course. The online shopping trend has become one of consumers' choices to buy life necessities. It is called life necessities as online shopping provides various products such as clothing, food, and housing products. As a matter of fact, some products are only sold in online stores. Consumers shifting to online shopping shows changes in buying behavior. One of the issue learned in Marketing Management is consumer behavior. Changes in environment or technology will affect consumers' buying behavior. Students of Economics education have learned this issue, however does it influence their online shopping behavior? This condition has attracted author to conduct this research. The research methodology used in this study is qualitative descriptive with questionnaires as the instrument. The results obtained was students understand Marketing Management and know that there is a connection between learning Marketing Management and their behavior when they shop online, nevertheless they are not fond of or not interested in online shopping. The changes in respondents behavior in online shopping is caused by technological advancement not because of learning Marketing Management.

1 INTRODUCTION

One of the changes in consumer behavior is in shopping. Nowadays, preparing special time to shop is not needed. In the past we used to look for products in many shops which is tiring, spend cost of going to the shop even dress neatly. Today, we can shop from any places with good Wi-Fi connection in our cell phone, computer or laptop.

This research focuses on adolescent's behavior. Shopping and adolescent have become trends as shopping is a need to self-actualization that turns into a life style. This can be seen from the amount of malls or shopping centers. This existence of shops in mall with famous brands from abroad, clothing trends, mobile phones, shoes from Korea add choices to look fashionable and ultimately increase the frequency of purchases. All that is trending abroad is easily obtained from social media and various internet sites. For example, information about the latest trends in clothing or shoes will be recognized very quickly unlike 20 years ago

someone found out the latest trends of clothes or shoes from television, magazines or mass media. The existence of internet eliminates time and space restrictions for various information.

Acquiring information shift from slow to fast also affect trading. In the past, buying goods could only be done from morning to afternoon or from 8am to 9pm (until the shop is closed), nowadays it is all different. Not only the information but also items in the form of clothing, shoes and others are easily obtained through online shopping. Moreover, manufacturers get new thing related to online trading. In the past manufacturers must have a physical store that is interesting and located in strategic place so that consumers are interested in entering the store.

Making a store is not easy since it is high in cost and needs shelves to display the goods. Usually, a manufacturer that has a store also has a warehouse. The manufacturer must hire employees to take care of the store as well as the warehouse. How much money or capital that should be prepared for all of these? Not only money but also time to search for

strategic store location and employees. Online trading makes trading easy. Manufacturers do not have to provide a store, warehouse or hire employees. The trading places can be at home, the product sold can be photographed and uploaded into a shopping site or social media. This way, much product is not needed to start which means a lot of capital is not required. Affordable capital makes people interested in trying because if it fails the financial loss is low. This encourages people to trade online.

Online trading now includes many types of products ranging from clothing: clothing, shoes, cellphones, accessories; food: food catering (staple food), snacks, food for events such as birthday cakes, tumpeng (Indonesian specialties), packaged drinks, coffee (in form of seeds or processed) and many others; housing: household needs namely kitchen utensils, furniture, bathroom fixtures, room equipment, all house appliance can be purchased online. Not only that, vehicle and electronic devices can also be ordered online. Seeing varieties of products are offered online by Indonesian manufacturers or foreign manufacturers give consumers many opportunities to buy easily. Other parties who also impacted by the online shopping are sales intermediaries, between manufacturers as sellers and consumers as buyers that is distributors or product senders. Manufacturers and consumers demand the product sender to be trusted in term of delivery time and the preservation of the product to the consumers.

The teenagers that are the focus of this study are students of Economics education cohort 2017 Pelita Harapan University. Changes of consumers' behavior in above explanation and knowledge of Marketing Management that they have gained may influence them in preferring online shopping or even change their behavior. Due to this issue, the author is interested in examining their behavior.

Research objective: to identify the behavior of 2017 Economics education students at Pelita Harapan University regarding online shopping after studying Marketing Management course.

2 THEORETICAL FRAMEWORK

Literature review in this study consists of several theories, consumer behavior, technology, about online shopping.

The theory of consumer behavior from (Sangadji & Sopiah, 2013) says Science discipline that studies the behavior of individuals, groups or consumer organizations to detect intelligence and needs and then strives to fulfill them through the

process of deciding to use these products, services, experiences (ideas). As a follow-up, consumers will feel satisfied or not.

Three consumer behavior theory have been explained above and in this research the first theory is the focus which is the study of human behavior in consuming goods but also related to the services and experiences gained by consumers. The focus of service and experience is in online shopping, consumers are not only consuming the product but the service they got from the online shop (supplying products to consumers) give experience to consumers.

The consumer behavior theory above has three numbers which in this study are more precisely number one, namely the study of human behavior in consuming goods but also related to the services and experiences gained by consumers. The focus of service and experience is on online shopping, consumers not only consume products and finish but services from online shop (supplying products to consumers) provide experience for consumers.

Factors that can influence consumer behavior include several things according to (Sangadji & Sopiah, 2013) : Economic, political / legal, cultural and technological conditions, consumer behavior in this study looked at the influence of technology.

Technology is an important part in the discussion of this research, the internet advancement is not only for communicating but also for trading. Online shopping with all the views in the internet attracts consumers to see, consider and finally decide to buy. Consumer's behavior in choosing to buy through an online shop shows consumers' behavior change in purchasing.

Changes in consumer behavior in purchases from shopping in shopping centers to online shopping are part of technological change. Online shop according to (Pratiwi, 2013) Online shop / e-shop is showing merchandise using internet access.

3 RESEARCH METHODOLOGY

The methodology in this research is qualitatively descriptive. Data obtained through questionnaires. Questionnaires are written with open and closed questions.

Descriptive research according to (Iskandar, 2013) is research by describing research content without connecting or comparing between variables with each other.

A research requires a sample of respondents to be examined. In this study the authors used purposive samples.

Purposive samples used in theory are taken from the book (Iskandar, 2013) which says that the sample is determined in a way that is appropriate for the purpose based on the subjective assessment of the author. Teenagers are the focus of this research, precisely the 2017 Economic Education students.

Respondents: 34 students of Pelita Harapan University Economic Education.

The research place is the Faculty of Education, Pelita Harapan University.

Time: October 2018

Validation by language and content experts..

4 ANALYSIS

The author takes data from respondents in the form of a questionnaire. The questionnaire consists of 11 questions. After collecting the data is processed and then presented in table form. Data processing consists of several stages, namely the initial stage of the answers to the grouped questionnaires and then calculated, after being calculated into the table, the next stage is calculated the percentage and the final stage of the percentage results are analyzed.

Table 1: Respondents' opinions about the meaning of online shopping in Marketing Management

Understand	Not Understand
34	-

Table 1 shows that all respondents (100%) understood about online shopping in learning Marketing Management.

Table 2: Respondents' opinions when shopping online get products / services at low prices

Agree	Netral	Disagree
19	15	0

Respondents as much as 19 / 34X100% = 56% agreed that when shopping online get a cheap price. Cheap can be interpreted cheaper than in a shopping center. 15 / 34X100% = 44% said when shopping online get the normal price or the same as being sold in a shopping center.

Table 3: Respondents' opinions about online shopping

Like it	netral	Do not like
12	7	15

Respondents' opinions about feelings, namely liking online shopping at 12 / 34X100% = 35% said like, 7 / 34X100% = 21% said they felt netral and 15 /

34X100% = 44% said they did not like shopping online.

Table 4: Frequency of respondents online shopping

Every 3 months	Every 2 months	Once a month	Uncertain
1	0	2	31

The frequency of respondents' online shopping can be seen from the table above, namely 1 / 34X100% = 2% of spending once every three months, while those who have not spent every 2 months and for uncertain 91% = 31 / 34X100% online shopping is uncertain time.

Table 5: Respondents' opinions regarding the convenience of online shopping

Easy	Moderate	Difficult
25	9	0

Online shopping according to 25 / 34X100% = 74% of respondents is easy, respondents say moderate as much as 9 / 34X100% = 26% and respondents no respondents said online shopping is difficult.

Table 6: Respondents' opinions about trust in online shopping sites

Trust	Netral	Not Trust
16	6	12

Regarding the level of respondents' trust in online shopping sites, it can be seen from the data in the table above. Respondents as many as 16 / 34X100% = 47% believe in online shopping sites on the internet, 6 / 34X100% = 18% have normal opinions on these sites and 12 / 34X100% = 35% do not trust in shopping sites on Internet.

Table 7: Respondents' opinions about the way to pay for online shopping

Easy	Moderate	Difficult
28	6	0

Online shopping payment methods are also measured, namely 28 / 34X100% = 82% of respondents said the method of payment for online shopping was easy, as much as 6 / 34X100% = 18% of respondents said it was moderate way to pay online shopping.

Table 8: Respondents' opinions regarding the accuracy of online shopping products

Same	Slightly different	Different in form
7	25	2

Data of respondents' opinions regarding the accuracy of the product when it arrives to the consumer is 7 /

$34 \times 100\% = 21\%$ said the product is exactly the same as the one pictured with reality, $25 / 34 \times 100\% = 74\%$ of respondents stated slightly different products up and respondents who said differently in form is $2 / 34 \times 100\% = 5\%$.

The form of the next question is open question:

1. What products have you bought online?

Table 9: Products purchased at the online shop

Clothing, equipment for hair (tools to form hair), bags, shoes, cellphone charging, hats, tambourine musical instruments, guitar strings, guitars, guitar musical instruments, tumbler lights, watches, glasses, fans, headsets, bottles drink, wallet, makeup tools, pots, slippers, neck pillows, scarves, novel books, mobile phones, HP accessories, skincare.

The type of product that many respondents bought if grouped as follows:

- a. Daily necessities, namely clothes, shoes, sandals, glasses, watches and bags.
 - b. Musical instruments: tambourine equipment, guitars and guitar equipment.
 - c. Home appliances: drinking bottles, pots, tumbler lamps, neck pillows, fans.
 - d. Others: makeup tools, skincare, novel books
2. Why did you buy the product online?

Table 10: Reasons for respondents to shop in an online shop

Low prices, good product quality, easy to obtain, practical, time efficient, only available in online shop, there are discounted prices (sales), products as desired, trusted sites, diverse types of products, display pictures on attractive shopping sites, want to try.

The reason respondents bought the above products through online shopping is that most of them say that prices are cheap, practical, good product quality and time efficiency.

3. After learning Marketing management, do you prefer online shopping or nothing to do between online shopping and Marketing Management?

The majority of respondents said there was a connection between after learning Marketing Management with online shopping preferences, only a few people said there was no connection between learning Marketing Management and online shopping.

Like or not shopping online according to them learning Marketing Management makes them understand more about online shop. Respondents also stated that after learning Marketing

Management made them aware of positive and negative attitudes towards online shopping preferences, they became more self-controlled and understood about products. There were also respondents who said that after learning, they became more interested in shopping online, but there were also those who did not like shopping online.

5 RESULTS

Data from the questionnaire above in the form of data tables will be analyzed as follows:

The focus of the research are 34 respondents, they are UPH Economic Education students, from table 1 it can be said that all respondents understand online shop in Marketing Management lessons. This is understandable from the beginning of the course in Marketing Management, as in the (Kotler & Amstrong, 2008) on the topic of the marketing process :

creating value for customers and building customer relationships, the explanation is that the market understands the desires and needs of consumers by offering products by making marketing strategies this is expected to build relationships with consumers, eventually producers get value from consumers.

Data table 1 if it is connected with the last number data which is learning Marketing Management, do you prefer online shopping or has nothing to do between online shopping and Marketing Management? The results show the three most answers, there is a connection between learning Marketing Management and online shopping so that respondents like to shop online as much as $13 / 34 \times 100\% = 38\%$. Then respondents thought there was a connection between understanding Marketing Management with online shopping but their buying behavior showed the opposite, they do not like shopping online or neutral, at $15 / 34 \times 100\% = 44\%$. The last is as much as $6 / 34 \times 100\% = 18\%$ respondent states there is no connection between Marketing Management lessons and online shopping behavior.

This data shows that more respondents said that there was a connection between understanding Marketing Management and online shopping, but their buying behavior showed the opposite, namely not like shopping online or neutral. When linked to one of the environmental factors that influence consumer behavior such as the opinion of (Sangadji & Sopia, 2013) in their book that technology can change consumer behavior in purchasing because it

better understands the quality and quantity of products to meet the needs of life. Meaning that the respondent understands technology but not too affected so that it changes their behavior. Respondent buying behavior tends not to change too much, it seems only slightly proven because there are 38% of other respondents who feel that buying behavior changes due to technological advances.

Data from the following tables regarding the features of online shopping such as low-priced products, ease of online shopping, product accuracy, the convenience payment methods, the result is 56% agree that when shopping online get cheap prices and $15 / 34 \times 100\% = 44\%$ say when shopping online get the normal price or the same as being sold in a shopping center. 74% of respondents found it easy for online shopping, meaning that online shopping is easy by looking at sites or social media selling, choosing products, then communicating with sellers and making payment processes. In the payment process, respondents said 82% of respondents said that the method of paying for online shopping was easy, 18% of respondents said it was normal and no one thought the payment method was difficult. In addition to technical matters in online shopping the author also wants to know about the accuracy of the product that reaches the respondent's hand, 74% of respondents said a slightly different product arrived, only 21% said the product was exactly the same as the picture with reality. Product accuracy shows the quality of the product. The experience of respondents shows that products that are slightly different from those in the picture / on the internet means that the quality is not as good as the image display on the internet.

Online shopping features that become a technical factor in making purchases result in the level of trust in online shopping sites, about the taste of online shopping and the frequency of online shopping. Obviously from the data above, 47% of respondents trust online shopping sites on the internet, 18% had normal opinions on these sites and 35% did not trust to shopping sites on the internet. But the statements of respondents like online shopping is 35%, 21% feel normal and 44% don't like shopping online. Large confidence level of 47% is not proven by feeling like shopping online, because even though they trust but they say they don't like shopping online. Like it or not it can be proven from the frequency of online shopping for respondents, 2% of spending once every three months, 91% of online shopping is uncertain.

Additional data collected from respondents is the type of product they buy online and the reason they

buy the product online. The types of products that are mostly purchased by respondents are products for daily needs, household appliances, musical instruments and other purposes such as makeup and skin care. When the product purchased, it can be said that there is no expensive item. If it is related to the reason for buying the product online, then the product is obtained at a cheaper price than in the shopping center, practical and efficient in time. Although there are respondents who have reason want to try and be interested in picture of product, then do online shopping

6 CONCLUSIONS

Respondents who said there was a connection between understanding Marketing Management and online shopping but their buying behavior showed the opposite, not like shopping online or netral.

Respondents understand about technology but have not been so affected that it changes their behavior. Respondent buying behavior tends not to change too much, it seems only slightly proven because there are 38% of other respondents who feel that buying behavior changes due to technological advances.

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