The existence of e-commerce for digital natives 
relation between shopping motives and Konsumtive behavior)

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ABSTRACT
This study aims to find out about the existence of e-commerce for digital natives, the relationship between shopping motives and consumptive behavior, this research uses a qualitative approach with an intrinsic case study type, this research refers to informants, namely students of economics education class of 2019, Malang State University. This study used a purposive sample and a snowball sample. The analytical method used in this study is the data analysis method with the Miles and Huberman model and the data analysis method with the Spradley model. The results of this study indicate that the relationship between shopping motives and consumptive behavior is related, this is in accordance with the answers of the informants who explained that online shopping helps in everyday life but if done with high intensity it can make a person enter into consumptive behavior which has an impact bad for that person because buying goods is no longer a need but a mere wish. Interview data shows that most informants choose completeness of products in online shopping while the purchasing criteria that are carried out prefer goods that are suitable and suitable, this is categorized as consumptive behavior, if it is carried out continuously without more mature consideration and enters into addictive consumptive behavior.

INTRODUCTION
Needs are important and must be met in the survival of human beings. In fulfilling these various kinds of needs, every human being will not be separated from consumptive behavior, as is the case for students who continue their studies in cities not of their origin and far from parental supervision. Students will be more effective and avoid consumptive behavior. Basically, every human being, including students, meets their needs according to their criteria and interests. In meeting needs at this time, most people prefer convenience in terms of getting it, then online shopping appears with the convenience it offers, making many people quickly switch from conventional shopping to online shopping, the convenience offered by several online shopping platforms, such as shopping only with cell phones. and you can choose according to your needs and the price you want, plus lots of promotions and sizable discounts on each platform. Online shopping makes things easier for consumers, because online shopping only requires the ability to use applications and is not difficult (Muijiana and Elissa, 2013).

This has made many young people, especially students, start to enjoy the culture of online shopping, this will have both good and bad impacts. good things like, shopping becomes more practical, can find and determine the right price, saves energy and time because buyers don't have to shop around to find the items needed, this is directly proportional to the condition of students who are busy in carrying out lectures every day with minimal free hours which available, the existence of e-commerce can save time for students, students do not need to go out and be confused looking for a store or shopping center to get the desired item that may not be in the store. If there is a good impact there will also be a bad impact, the bad thing about online shopping is that it will lead to the emergence of a tendency for consumptive behavior to occur among students, such as impulsive buying, compulsive buying and addictive consumption purchases for students. Students need to control themselves with a growing consumptive culture. according to (Hasibuan, 2009).

Consumptive behavior is a human action as a consumer in buying goods which are no longer based on needs and rational considerations, but only based on desires which are dominated
by emotional factors and their exaggerated nature. In this case, it is necessary to make good and correct online shopping decisions so that someone feels right when shopping online. The diverse characteristics of today's students are related to life in Malang such as online shopping activities for students which can make it a habit and can be said to be a lifestyle, even carried out continuously, sustainably, and become a dependency which is supported by facilities online shopping is growing. Based on this, it is necessary to study online shopping in causing a student consumptive behavior and the reasons students choose to shop online. Therefore, researchers are interested in examining more deeply the motives of students in online shopping and the impact of consumptive behavior that will occur in the future, specifically for students of the economics education study program.

Data in the field found the fact that students of the 2019 economics study program had at least done online shopping and at least installed one application which he thought was an option, in this case the researcher wanted to find out what the basis for choosing to shop online for these students was with consumptive behavior that emerged after students did shopping online.

**RESEARCH METHOD**

To conduct research on the existence of e-commerce for digital natives, the relationship between shopping motives and consumptive behavior, the researchers decided to use a qualitative approach with an intrinsic case study type of research. Researchers use qualitative research methods because the opinions of each family member must be different and more in-depth. Sugiyono (2015: p209) states that qualitative research methods are used by researchers in natural object conditions. This research focuses intensively on one particular object that is studied as a case.

The analytical method used in this research is the data analysis method with the Miles and Huberman model and the data analysis method with the Spradley model.

**Figure 1. Components in analyzing data**

*Image: Researcher’s Articulation*

The domain obtained from the initial observation results, the researcher found the results of the preliminary study, namely a general description of the motives for selecting economics students class of 2019 in shopping online along with the consumptive behavior that arises after shopping online.

**Figure 2 : Domain Analysis**

*Image: Researcher’s Articulation*

Thus the defined domains are then described in more detail and depth and the results are explained in the figure below which explains Spradley’s analysis with domain, taxonomy, componential and cultural themes.
RESULTS AND DISCUSSIONS

Based on the results of interviews with informants regarding the existence of E-Commerce on digital native relations between shopping motives and consumptive behavior after someone purchases on an E-commerce platform, the words that appear most often include E-commerce, Shopping, Online, product, access, shopping, promos, behavior, consumptive and so forth. The image below shows the data used in this research source.

The motives that underlie students in shopping online.
The results of this study indicate that online shopping is a trend that is currently rife among the public, especially students, this trend started when the pandemic hit the world, including Indonesia,
so that activities that should be carried out outside were restricted, so that someone who wanted to make a purchase was diverted to using the E platform. E-commerce is an online shopping platform that is often used today, making the E-Commerce platform develop rapidly supported by the progress of the digital age, in line with that according to (DailySocial and Veritrans, 2012) The use of e-commerce has increased in Indonesia. E-Commerce platforms offer various facilities, so many people make online shopping a habit that can make people feel helped.

![Image: Researchers Articulation](image)

**Figure 5: Motives that underlie students in shopping online**

Image: Researcher's Articulation

The results show that the E-Commerce Platform or Marketplace is familiar to some people. This research also shows that a student uses the E-Commerce platform because it makes it easier for a student to find an item that cannot be reached in a close location. E-Commerce offers convenience in its various features include the various products provided by the platform making it easier for a consumer to be more able to choose the desired product in line with the opinion of Schaupp & Belanger (2005) who stated that e-commerce makes it easy for consumers to find sellers and the goods and services needed, plus the prices offered vary depending on the shop's fix price. In online shopping, every student must have several considerations before someone makes a decision to buy, everyone has the main attraction in shopping, the first usually lies in the product they want, then the price offered after the price is right, usually the buyer will choose which product and usually there is promotions in every store but not all stores provide or include promotions coupled with the ease of access which will add to the advantages of a student shopping online. Of the 4 motives for choosing online shopping, it can be concluded that all four influence and have their own advantages. This goes back to which person will be prioritized when shopping online.

In this study, most informants prioritize product completeness. This is in line with the research results conducted by Aidatus Sa'adah (2018) with the title "The Influence of Price, Service Quality and Product Quality on Consumer Satisfaction at the Lesehan Tulungagung Palace Food Stall". Based on the results of the study concluded that the effect of product quality on satisfaction has an effect. From the research facts above, it can be concluded that product quality is a factor that is inseparable from consumer satisfaction. Product completeness is the main point in online shopping, in the opinion of the majority of sources who think that product completeness is important. Without the desired product why would someone access the E-commerce platform (Kotler, 2002: 201) added that what should be seen by online shopping platforms.

1. Consumptive behavior that arises after students do online shopping.
Consumptive behavior is the behavior or lifestyle of individuals who like to spend money without careful consideration, this happens because of the sheer pleasure that a person or even a student experiences in shopping online, online shopping can attract pleasure or even become someone's habit, this happens because the product, price, promotion and ease of access influence it in line with the opinion (Suyanto, 2013: 107 which explains that in the post-modern era, it has become increasingly common for people to buy goods and services simply because of the value of their benefits or because of pressing needs that cannot be postponed, but because they are influenced by style life, for the sake of an image that is directed and shaped by the way of thinking of the consumer society which has often been hegemonied by the influence of advertisements, infotainment shows, fashion magazines and various other forms of the popular culture industry) so that students are easily attracted to online shopping coupled with increasingly rapid technological advances and students who have good knowledge of the digital world add to the popularity of online shopping which is increasingly being used by the general public.

Gambar 6: Sudut pandan mengenai perilaku konsumtif pada belanja online

The number of platforms will make people more vulnerable to being threatened with consumptive behavior, including students, with many choices of platforms, a person, especially students, will be more aggressive in shopping because each platform provides its own advantages, this can indirectly encourage someone, especially students, to enter into a need consumptive. Consumptive behavior itself consists of 3 of them as shown below.

Figure 7: consumptive behavior in online shopping

Of the 3 choices it can characterize that a person participates in consumptive behavior including impulsive, compulsive and addictive buying of the three choices which characterizes
these three behaviors, including the typical person who buys flash sale items because he likes the promo which characterizes impulsive buying behavior, buying goods on the basis of likes and suitable are addictive buying behaviors and are related to buying goods on the basis of buying a second time because the first product purchased is not suitable is compulsive buying. In this case, in terms of selecting informants, most of them choose on the basis of likes and fits. This characterizes these students as having consumptive behavior, namely addictive buying. Purchase on the basis of likes and fits without thinking about the side effects of this.

The relationship between shopping motives and consumptive behavior.

The relation of these two problem formulations is interrelated. Consumptive behavior in online shopping occurs because there are opportunities for activities that are very easy to do and have become a trend called online shopping, online shopping facilitates users with a wide range of products, relatively low prices, attractive promos and easy access to buy. The results in the field found that informants preferred product completeness in online shopping. This could have a negative impact if shopping with high intensity, because students can be categorized as someone who enters into consumptive behavior. In this case also consumptive behavior is categorized into 3 including impulsive, compulsive and addictive buying. in line with consumptive motives and behavior, namely products that are suitable and desirable can enter into addictive purchases because they are not based on needs, prices and so on, even though the goods are suitable.

CONCLUSION

Online shopping is a trend that is currently rife among the public, especially students. This trend started when the pandemic hit the world, including Indonesia, which made activities that should be carried out outside restricted, so that someone who wanted to make a purchase was diverted to using the E-Commerce platform. The use of e-commerce has increased in Indonesia. The E-Commerce platform offers various facilities. With an online shopping E-Commerce platform, it can be easy to get a product at an adjustable price. a student uses the E-Commerce platform because it makes it easier for a student to search for an item that cannot be reached in a close location. Consumers can choose the product they want, on online shopping in E-Commerce. Influential motives include price, product, promotion and ease of access, these four motives are very helpful in selecting goods in E-Commerce. However, the interviewees in their selection chose Product Completeness as the main point in shopping online.

Continuous online shopping can lead to consumptive behavior. Consumptive behavior is the behavior or lifestyle of individuals who like to spend their money without careful consideration. someone, this happens because of the product, price, promotion and ease of access. A student can fall into consumptive behavior without the person realizing it. Someone can judge other people doing consumptive behavior, but people who do consumptive behavior do not realize this.

Consumptive behavior is defined as the behavior of consumers or individuals who spend their digital money to shop online at E-Commerce without thinking about its function, such as when there are cheap goods without knowing the use of these products or buying goods when there is a flash sale promo on the E-Commerce platform plus convenience. access in every online shopping platform. The impact of online shopping on e-commerce with high intensity has a negative impact on the students themselves.

Someone will enter a phase of consumptive behavior because that person does not avoid the excessive shopping that is held by online shopping platforms which usually provide big promos that easily attract someone to buy.

The relationship of the two formulations of this problem is related because they are interrelated and influence each other. Consumptive behavior in online shopping occurs because there are opportunities for activities that are very easy to do and have become a trend called online shopping.

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