

ANALYSIS OF CONSUMER ONLINE SHOPPING BEHAVIOR IN THE MARKETPLACE CONTEXT IN INDONESIA

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ABSTRACT

The increasingly rapid development of the marketplace business has resulted in a shift in consumer purchasing behavior from offline to online. It is important to analyze the tendencies of online purchasing behavior in several marketplaces in Indonesia in more depth. So this research aims to analyze and identify consumer online shopping behavior through consumer experiences in online shopping which are formed from online shopping orientation, online shopping experience, and online shopping trust. This type of research is qualitative research with a phenomenological approach to exploring and analyzing data. The subjects of this research are individuals who have shopped online at one of the marketplaces in Indonesia. Research findings show that almost all participants carry out online shopping activities related to three aspects that form online shopping behavior, namely online shopping orientation, online shopping experience, and online shopping trust. Participants' experiences in doing online shopping emerged due to the orientation of comfort, pleasant experiences, and already understanding the existence of online stores that are trusted as online shopping destinations. The implications for marketers are that it is important to add online sales methods to keep up with changes in purchasing behavior towards online shopping.

Keywords : *Online Shopping Behavior, Online Shopping Orientation, Online Shopping Experience, Online Shopping Trust*

ABSTRAK

Perkembangan bisnis marketplace semakin pesat mengakibatkan pergeseran perilaku pembelian konsumen dari offline ke online. Bagaimana kecenderungan perilaku pembelian online yang terjadi di beberapa marketplace di Indonesia penting untuk dianalisis lebih mendalam. Sehingga penelitian ini bertujuan menganalisis dan mengidentifikasi perilaku belanja online konsumen melalui pengalaman konsumen dalam berbelanja online yang terbentuk dari orientasi belanja online, pengalaman belanja online, dan kepercayaan belanja online. Jenis penelitian ini merupakan penelitian kualitatif dengan pendekatan fenomenologis untuk mengeksplorasi dan menganalisis data. Subjek penelitian ini adalah individu yang pernah berbelanja online di salah satu marketplace di Indonesia. Temuan penelitian menunjukkan bahwa hampir seluruh partisipan melakukan aktivitas belanja online terkait dengan tiga aspek pembentuk perilaku belanja online, yaitu orientasi belanja online, pengalaman belanja online, dan kepercayaan belanja online. Pengalaman partisipan dalam melakukan belanja online muncul karena orientasi kenyamanan, pengalaman menyenangkan, dan sudah memahami adanya toko online yang dipercaya sebagai tujuan berbelanja online. Implikasi bagi pemasar penting untuk menambah metode penjualan online guna mengikuti perubahan perilaku pembelian ke arah online shopping.

Kata Kunci : *Online Shopping Behavior, Online Shopping Orientation, Online Shopping Experience, Online Shopping Trust*

INTRODUCTION

Modern human activities now include online shopping, which depends on information technology and internet resources or digital devices to support the entire buying and selling process (Bacik

et.al., 2020). Online shopping is the practice of making purchases and sales using media, such as social networks or websites that offer products and services (Zakiyah, Yateno, & Imantoro, 2015). The term "online purchasing" describes how customers

behave when they shop on websites or in online retailers (Goh et al., 2015). The purchasing process using online media happens when prospective buyers search for product-related information online (Mahkota et al., 2014).

Consumer shopping behavior plays one of the key roles in establishing and achieving an enterprise's main objectives. Many offline retailers attempt to enter the e-commerce market through online stores, which are easily set up at low cost, to advertise and sell their products over the Internet (Kim et al., 2018; Chossin & Ghaffari, 2017). Huseynov & Yildirim (2016) have found that understanding the motives and factors of online consumers for online shopping leads to a successful determination and implementation of a marketing strategy on the Internet. Pilik et al. (2017) confirmed that the main motive of online shoppers is to find a lower price as well as online shopping convenience and home shopping convenience. Older online buyers, however, focus more exclusively on shopping convenience. For companies engaging in s-commerce, building trust is very important, as customer experiences are often shared on social networks. For these companies, maintaining the high reputation of the firm's website is connected to the general reputation of the enterprise (Bandara et al., 2019).

Online exchange interactions, which are marked by uncertainty, anonymity, lack of control, and the possibility of opportunism, require a great deal of trust (Kim & Hye Young, 2021). Product, privacy, and convenience risks can all have an impact on online purchase behavior, but trust can mitigate these effects (Bhatti & Rehman, 2020). According to Ngwawe, Abade, and Mburu (2022), trust is the primary element in e-commerce platforms from the standpoint of the customer. Online marketplaces, or virtual markets, serve as meeting places for buyers and sellers to conduct business when it comes to online shopping (Hutauruk et al., 2017).

The prominent factors like detailed information, comfort and relaxed shopping,

less time consumption and easy price comparison influence consumers towards online shopping (Agift et al., 2014). Furthermore, factors like variety, quick service and discounted prices, feedback from previous customers make customers prefer online shopping over traditional shopping (Jayasubramanian et al., 2015). It is more preferred by youth, as during festival and holiday season online retailers give ample offers and discounts, which increases the online traffic to a great extent (Karthikeyan, 2016).

Azifah & Dewi (2016), Llias et al., (2022) explain that online shopping behavior can be formed through three aspects, namely online shopping orientation, online shopping experience, and online shopping trust. Ghouri et al., (2017) stated that the younger generation is always associated with this new purchasing style trend because young customers who have a good educational background enable them to operate online shopping sites easily. Rishi and Khasawneh (2017) stated that the internet shopping process begins with stimulation related to the website brand and website quality, where consumer beliefs are determined and these beliefs influence consumer purchasing decisions.

John, Mathew, and Nair (2024) said that online Shopping orientation based on online shopping environment, there is a relation between e-shopping orientation, trust, and impulsive buying behavior. Johnson, Cho, & Patwary (2022), do a research about online shopping orientation of Latino millennial generation cohort, and their online shopping orientation are about brand-and fashion-conscious, impulsive, and confused by over choice. Andriansyah & Rahman (2022) found that online shopping orientation and trust can create online impulsive buying.

Other research found that the changes of online shopping environment nowadays and the strong relationship between, consumers, e-vendors, researchers and practitioners, they are more interested to understand the factors that create compelling online user experience especially once

availability and basic support needs are satisfied by a user (Bilgihan et al., 2016). Previous experience will strengthen the customer's belief and trust in that particular online shopping platform especially when the retailer websites managed to meet customer expectations and satisfaction (Pappas et al., 2014). The findings of Al Khateeb, Jaoua, & Muhamed (2023) show that consumers' online shopping experience can influence their attitudes in carrying out online shopping behavior.

. Despite so many advantages, some customers may feel online shopping risky and not trustworthy. The research proposed that there is a strong relationship between trust and loyalty, and most often, customers trust brands far more than a retailer selling that brand (Chaturvedi et al., 2016). In the case of online shopping, there is no face-to-face interaction between seller and buyer, which makes it non-socialize, and the buyer is sometimes unable to develop the trust (George et al., 2015). Trust in the e-commerce retailer is crucial to convert potential customer to actual customer, so trust have an effect to create online shopping intention (Aziz & Wahid, 2018; Ha & Nguyen, 2019; Mahliza, 2020). Literature review Kooli et al (2014) found that online trust is a combination of three main factors such as personality-based trust, cognitive-based trust, and institutional based trust, and the factors have a significant influence on customer purchase intention.

The main motivation for the research described in this paper is the knowledge gap regarding explorations of the importance of strategy in e-commerce, especially the identification of determinants of online shopping behavior in e-commerce. Determinants of online shopping behavior are crucial in terms of effective and successful process of strategic management in e-commerce (Li, 2015; Long, 2017; Chouhan, 2017; Onate, 2016). With the latest trends in online shopping and online trading, the importance of an effective strategic management process in e-commerce is growing even more.

Nevertheless, practical studies show that the importance of e-strategy in the long-term development is underestimated. A prerequisite for a successful e-commerce strategy is an effective process of strategic management in e-commerce competitiveness (Wu & Wu, 2015). An important aspect of an effective strategic management process, not only in e-commerce, is the identification of determinants that affect the entire process (Ivanova et al., 2019).

The purpose of this study is to examine how consumers behavior when they purchase online by analyzing their experiences in terms of online shopping orientation, online shopping experience, and online shopping trust in Indonesian marketplaces. This study focuses on the variables that influence consumers' online buying habits when they regularly transact on one of Indonesia's marketplaces.

The uniqueness of this research is that it can explain the phenomenon of online shopping behavior of consumers in several marketplaces in Indonesia in more detail and detail because the data is explored in depth based on the experiences of the participants. Meanwhile, previous studies such as Azifah & Dewi (2016); John, Mathew, and Nair (2024); Andriansyah & Rahman (2022); Bilgihan et al., 2016; Al Khateeb, Jaoua, & Muhamed (2023); George et al., 2015 & Wahid, 2018 only explain the relationship between variables that trigger online shopping behavior. This is because the participants' opinions are limited by the questions in the questionnaire, so the data is limited and cannot be detailed.

For consumers as well as business players, online purchasing can be advantageous and convenient. When a consumer orders a product online, they can have it delivered to their address at an additional expense for delivery, making life easier for those who would otherwise have to leave the house. Because they involve a number of crucial factors, including online shopping direction, online shopping experience, and online shopping trust, consumer online buying activities are highly

intriguing to study.

RESEARCH METHODS

This research used quantitative methods and phenomenological investigations are used in this study's data exploration and analysis. Research using phenomenological studies focuses on examining the structure or essence of experience into individual consciousness (Tuffour, 2017). This design can describe participants' experiences based on the phenomena they experienced (Cresswell, 2014:126), capture phenomena experienced by individuals, and provide a deeper understanding of a phenomenon. The data is richer, more easily remembered, and more natural (Ahyan et al., 2016).

Participants in this study are Indonesians who utilize marketplaces and reside in Purworejo and the neighboring areas. Ten subjects were used by the researchers to collect the necessary data and information. Students from Muhamadiyah University Purworejo in Central Java, Indonesia, took part in the event.

Through first hand observation of the phenomenon of consumer online purchasing behavior for Indonesian marketplaces, researchers were able to gather data. In-depth interviews were also carried out by researchers with the participants in this study, who were Indonesian marketplace users. Several metrics of consumer online purchasing behavior, including online

shopping orientation (John, Mathew, & Nair, 2024), online shopping experience (Bilgihan et al., 2016; Pappas et al., 2014), and online shopping trust (Bhattacharjee, 2014; Kooli et al., 2014), serve as a foundation for in-depth interviews.

In order to keep the research focused, the data analysis procedure in this study starts with a review of all the data that is currently available from different sources. It then reduces the data into abstractions by creating core summaries, processes, and assertions. After that, they are sorted into units and either categorized or coded. The data was then triangulated by the researcher (Rhooshenas, Paramasivan, & Donovan, 2019). In this study, the researchers used triangulation with sources to test the validity and reliability of the data they used. This involves comparing data from field observations or observations with interview data, comparing the findings of field observations or observations with the research situation, and comparing participant conditions and perspectives with differing viewpoints (Carter, et al., 2014). In addition, it employs triangulation with theory, which entails contrasting the findings of interviews with a range of pertinent theories. The last stage, known as decision-making or verification, is completed by drawing inferences from the collected data (Cresswell, 2014: 126).

present the findings from in-depth interviews.

The following is a presentation of the research codification results based on the researcher's abstraction process:

The brand preferences of online shoppers are explained by the experiences of the participants. Every participant expressed their preference for internet purchasing for different reasons. For example: likes, can do it from home, likes it, more practical, saves time, cheaper, can do it from home, like, simpler, there are reviews, like, easier, clearer, like it, it's easy, you can do it anywhere, likes, easy, product variants,

RESULTS AND DISCUSSIONS

Result

Since this study employs a phenomenological design, the findings which comprise findings from abstraction, codification, triangulation, and verification illustrate the research methodology. The detailed interviews that are being presented are in line with the thoughts and perceptions of every participant with respect to their experiences engaging in online buying within the framework of Indonesian marketplaces. Abstractions are used to

prices can be filtered, likes, cheap price, good quality, no reviews, like it, cheaper, more practical, likes, sees advertisements for goods, cheap, still going to the shop, and likes, tastier, varied products, discounts.

Participants' experiences with things they bought online are explained about products purchased when shopping online and the reasons. The majority of participants think that fashion things are what they often purchase when they shop online. For examples are clothes, lots of choice, cheap, models, lots of colors, skincare, bags, perfume, influencer recommendations, and so on.

The experiences of individuals with regularly visited marketplaces are explained by the experiences and participants opinion with any reasons. The majority of participants frequently visit many in Shopee and Tik Tok shops, as well as the Shopee marketplace. For examples are easy feature, free shipping, lots of discounts, can COD, discount points, more complete items, payment options, and so on.

The participant's experiences with online shopping orientation are explained by the experiences of participants. For varied reasons, each participant believed they felt at ease when purchasing online. The reasons of participants such as convenient, just press your cellphone, you can do it at home, save time, no need to leave the house, it's easier, honest comments, fast delivery, polite courier, easier and more practical, easy transactions, original goods, good can be returned if they are not suitable, and so on.

The participant's experiences with internet buying and lifestyle are presented in online shopping and lifestyle participants opinion and experiences with any perspective. The majority of interviewees believed that their lifestyle included online purchasing. Many perspective of the participants about online shopping and lifestyle are lifestyle part, fun, interesting, addictive, modern shopping, for certain needs, following current shopping trends, just sometimes, keeping up with the time, clothing trends, following trends, and so on.

The participants' experiences with

the objectivity of information obtained from the internet are explained by participant opinion in any perspective. Every participant believed that product and online store information could be found on the internet with objectivity. The perspective of participant are objective, clear product descriptions, clear raw material, clear product reviews, the goods ordered are always appropriate, honest review, trustworthy shop, the products meets expectations, all information can be accessed easily and correctly, and so on.

The participant's experiences with modern marketing and internet shopping are explained in any opinions. Every participant believed that modern marketing included online shopping. The opinions of participant are modern marketing section, digital, application in transactions, use of technology, application in payments, online marketing strategy, coverage throughout the region, and so on.

The opinions about an explanation of the online purchasing experiences of participants in product conversations. Every participant acknowledged that prior to making an online purchase, they glanced at the product discussion. The opinions are often look at discussions, so you can get the right product, to look for products that have positive reviews, to make sure the item you purchased is suitable or not, seeing whether a shop is trustworthy or not, whether it has a high rating or not, basic recommendations to friends, and so on.

The thoughts of participants on positive experiences with internet purchasing are explained in any opinions. The majority of respondents said that their internet buying experience was positive. There are the opinion of the participant, such as get 50% discount when buying clothes, products priced at IDR 0, cheap items, easy to get products, lot of models, designs, it doesn't feel fun because it just suits your needs, there are a mini gold bonus when buying a mukena, you can get a mirror and mask as a gift, and so on.

The opinions of participants on reputable internet retailers are presented in

this describe. Participants summarized the following: clear product descriptions, plenty of traffic, high ratings, and favorable product reviews. The opinions of participant such as product description is clear and complete, seller responds quickly, photos of real pick items, many comments are positive, there are many followers, the images are interesting and appropriate.

Discussion

After carrying out codification, the researcher carried out triangulation, which is the stage of testing the validity and reliability of the data. The triangulation process used in this research is triangulation with sources and triangulation with theory. The triangulation stage with research sources compares data from observations or observations in the field with data from interviews and compares the conditions and perspectives of participants with various opinions from previous researchers. In the triangulation stage with theory, the researcher compares the interview data with various theories relevant to the research ((Rhooshenas, Paramasivan, & Donovan, 2019).

The outcomes of the triangulation using sources are as follows. The outcomes of participant interviews and field observations were compared by researchers (Carter et al., 2014). According to field researchers' observations, customers generally choose internet techniques for buying activities due to their ease of use and practicality. As for the research participants, the results of the interviews revealed that they were all fans of online shopping because it was convenient and easier to use at any time or place.

Researchers in the field have observed that because of the product specifics and appealing appearance, customers are more likely to purchase fashion products when they shop online. According to the findings of the interviews, every individual involved in this research indicated that their typical online shopping purchases were fashion items for the most part.

Consumers like to utilize the Shopee marketplace because it is more user-friendly and recognizable to them, according to observations made by field researchers. According to the findings of the interviews, every individual involved in this study indicated that Shopee is their go-to online marketplace for a variety of reasons. A few individuals also went to Shopee and Tik Tok Shop in addition to that.

According to field research findings, customers often feel at ease doing their buying online because it is more convenient and easier. According to the findings of the interviews, every individual involved in this research claimed to have found solace in their online shopping pursuits for a variety of reasons.

According to field findings by researchers, consumers generally engage in internet buying because it is a component of their contemporary lifestyle. The majority of study participants believed that their online shopping activities were a part of their lifestyle, according to the interview results; only two participants said that their online shopping activities were not a part of their lifestyle because they only satisfied their needs and occasionally just

Generally speaking, based on observations made in the field, consumers who shop online can get unbiased information. Seven participants in this survey said that using the internet can provide objective knowledge based on the findings of their interviews. Three individuals, nevertheless, said that accessing the internet may yield very objective information.

Based on observations obtained from the field, customers generally comprehend that the use of technology and information makes online shopping an integral aspect of modern marketing. According to the interview results, every participant acknowledged that, for a variety of reasons, online buying activities constitute a component of contemporary marketing.

Based on observations made in the field, when customers are purchasing online, they usually look at the product reviews left

by previous customers. According to the findings of the interviews, every participant in this study acknowledged that, for a variety of reasons, they always check product conversations or reviews before deciding to buy a product online.

According to field observations, because this shopping system offers a lot of discounts and free shipping, customers have generally had a positive experience when they shop online. According to the findings of the interviews, every participant in this study reported having enjoyed their online shopping experiences, albeit to varying degrees.

Based on observations made in the field, customers generally already know that online retailers are reliable because they frequently engage in online buying. According to the findings of the interviews, every participant in this study gave a different explanation for why they think certain online retailers are trustworthy—for instance, because they have a large number of customers or because they are bold. product longevity, authentic products, favourable product evaluations, and high store ratings.

Additionally, researchers contrasted their findings with the findings of other studies (Carter et al., 2014). The study's findings provide an explanation for why nearly all participants engage in online purchasing activities that are connected to the three components of online shopping behavior—online shopping direction, online shopping experience, and online shopping trust. Because they are accustomed to buying online, the participants find it enjoyable and comforting, and they know that online retailers are reliable sources for their online purchasing needs.

However, the results of a number of earlier studies merely examined the relationship between factors; the why, when, and how of customers' online buying activity in relation to their marketplace experience has not been further examined. The findings of earlier studies, such as those by Azifah & Dewi (2016), Llias et al., (2022) explain that online shopping behavior can be formed

through three aspects, namely online shopping orientation, online shopping experience, and online shopping trust. Ghouri et al., (2017) stated that the younger generation is always associated with this new purchasing style trend because young customers who have a good educational background enable them to operate online shopping sites easily. Rishi and Khasawneh (2017) stated that the internet shopping process begins with stimulation related to the website brand and website quality, where consumer beliefs are determined and these beliefs influence consumer purchasing decisions.

The triangulation results with theory are explained next. Additionally, researchers contrasted the findings of the interviews with relevant theories (Carter et al., 2014) regarding online shopping behavior. Based on the findings from the interviews, it is possible to deduce that all of the research participants enjoyed engaging in online shopping, that the majority of the products they bought when shopping online were fashion items, that Shopee and Tik Tok Shop were their go-to marketplaces, that they felt comfortable engaging in online shopping for a variety of reasons, that these activities were primarily a part of their lifestyle, and that the information they found online was generally objective. Every participant acknowledged that internet shopping is a component of contemporary marketing, that they researched products before making an online purchase, that they had a positive experience with online shopping, and that they could trust online retailers when making purchases.

The explanation that follows outlines a number of the theories that served as the foundation for the research. These theories may then be compared to the findings of the interviews that the researchers conducted. Experts like Agift et al., 2014, Jayasubramanian et al., 2015, Karthikeyan, 2016, Li, 2015; Long, 2017; Chouhan, 2017; Onate, 2016; and Yi, 2016 that have proposed a number of theories regarding online shopping behavior.

The prominent factors like detailed

information, comfort and relaxed shopping, less time consumption and easy price comparison influence consumers towards online shopping (Agift et al., 2014). Furthermore, factors like variety, quick service and discounted prices, feedback from previous customers make customers prefer online shopping over traditional shopping (Jayasubramanian et al., 2015). It is more preferred by youth, as during festival and holiday season online retailers give ample offers and discounts, which increases the online traffic to a great extent (Karthikeyan, 2016). Determinants of online shopping behavior are crucial in terms of effective and successful process of strategic management in e-commerce (Li, 2015; Long, 2017; Chouhan, 2017; Onate, 2016).

The verification outcomes, or the conclusions of the conducted research, represent the last phase. The results of the study indicate that nearly all of the participants engage in online shopping activities that are connected to the three factors—online shopping orientation, online shopping experience, and online shopping trust—that make up online shopping behavior. Because they are accustomed to buying online, the participants find it enjoyable and comforting, and they know that online retailers are reliable sources for their online purchasing needs. Comprehensive research results demonstrate that every participant in this study enjoys engaging in online shopping; they also explain that the majority of products bought online are fashion-related; they describe the marketplaces that are frequently visited, which are Shopee and Tik Tok Shop; they express comfort in engaging in online shopping for a variety of reasons; they believe that online information is largely objective when it comes to online shopping; they all acknowledge that online shopping is a component of modern marketing; most of them report having a positive online shopping experience; and they all understand that online retailers can be trusted for their online retail needs.

The results of this research are similar to previous studies, such as Azifah &

Dewi (2016), Llias et al., (2022), Ghouri et al., (2017) and Rishi and Khasawneh (2017) in terms of selecting research variables, namely online shopping behavior and analysis of marketplace strategies in attracting the attention of online buyers. However, the results of this study show differences with these previous studies. The results of this research show a more in-depth exploration of online shopping behavior related to online shopping orientation, online shopping experience, and online shopping trust, because these things were explored with in-depth interviews to obtain data based on the direct experience of each participant.

CONCLUSION & SUGGESTION

The results of the study indicate that nearly all of the participants engage in online shopping activities that are connected to the three factors—online shopping orientation, online shopping experience, and online shopping trust that make up online shopping behaviour. Because they are accustomed to buying online, the participants find it enjoyable and comforting, and they know that online retailers are reliable sources for their online purchasing needs.

Numerous study implications, particularly for marketers or businesspeople, might be made based on the research findings. It is critical for businesspeople to realize that internet buying is becoming a normal aspect of life in the modern world. In order to stay up to date with the latest trends in shopping behaviour, marketers should incorporate online sales strategies. In order to further pique the attention of online shoppers, marketers should develop products that facilitate online buying, offer a pleasurable experience, and establish trustworthy online retailers.

Theoretical implications, result of this research suitable with the expert theoretical such as Agift et al., (2014) that said the prominent factors like detailed information, comfort and relaxed shopping, less time consumption and easy price comparison influence consumers towards online shopping; Jayasubramanian et al.,

(2015) found that the factors like variety, quick service and discounted prices, feedback from previous customers make customers prefer online shopping over traditional shopping. Karthikeyan, 2016 said that online shopping is more preferred by youth, as during festival and holiday season online retailers give ample offers and discounts, which increases the online traffic to a great extent. Result of research found that Determinants of online shopping behavior are crucial in terms of effective and successful process of strategic management in e-commerce (Li, 2015; Long, 2017; Chouhan, 2017; Onate, 2016; Yi, 2016).

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Implications for future research: Researchers advise conducting additional research on examining Indonesian consumers' online purchasing habits by comparing male and female customers according to gender. A comparison study of consumers' online shopping habits based on income can likewise be conducted by future academics. in order to produce more distinct and in-depth outcomes for every consumer segment.

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