

Consumer behavior in purchasing shopee online products: Literature review

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ABSTRACT

This research was conducted to understand consumer behavior when purchasing goods online Shopee. Previous studies or significant research help to improve the theory and phenomenon of the relationship or influence of variables. The purpose of this study is to conduct a literature evaluation on consumer behavior when purchasing goods via the internet. This journal was written using a Library Research or Literature Review approach, including data from national and international sources. Using this approach, 12 journals were reviewed. The findings reveal that psychological, cultural, social, and personality aspects have a major impact on online consumer behavior. However, there are other factors that influence consumer behavior when buying products online, such as convenience factors, content, response, security, trust, experience, views of people nearby, perceived behavioral control, perceived benefits, lifestyle, information quality, price perception, risk perception, income, promotion, service, quality, rating, and ease of use of E-commerce. However, some journals reveal an insignificant relationship between consumer behavior and their decisions.

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1. Introduction

Technological advancements around the world continue to accelerate. The internet is one example of technological progress that is growing rapidly at this time. Until now, the internet continues to grow, not only can it connect between computers, but it can also be accessed through various gadgets. People can easily communicate through the internet without regard to geography or time. The internet not only facilitates communication, but can also be utilized in the business realm, one of which is online buying and selling (Ayu, 2023).

Along with technological advances, customer behavior is shifting from in-store purchases to online purchases made via mobile phones or computers (Arifuddin & Suwasono, 2020). The number of internet users in Indonesia has grown drastically from year to year due to the increasing interest in using the internet.

With the advancement of internet technology, the trading sector has undergone a significant transformation. Many entrepreneurs are utilizing the internet for their promotional purposes and trading activities. This new business phenomenon that emerges in the digital realm is known as electronic commerce or E-commerce. According to Laudon & Laudon (2015), electronic commerce (E-commerce) is the use of the internet and online to conduct business transactions.

Many Indonesians tend to choose to purchase goods or services online. This form of purchasing activity is a modern form of communication that does not require face-to-face meetings and can be done from various locations around the world using a notebook, computer, or smart phone device connected to the

internet. Online shopping, as explained by Setyarko (2016), can be considered a form of electronic commerce that facilitates transactions between sellers or between sellers and customers.

The development of e-commerce in Indonesia is marked by the presence of mobile marketplaces such as Shopee, which gives a new color to this industry. Shopee pioneered the concept of consumer-to-consumer (C2C) mobile marketplace applications that provide convenience, security, practicality, and excitement in the buying and selling process. In its quest to attract customers, Shopee has undergone a transformation to increase the number of transactions through its platform. Shopee's main focus is on the mobile platform, ensuring users can easily use, search, shop, and sell directly through their smartphones or mobile phones.

Shopee is an online shopping platform founded by PT Shopee Indonesia in December 2015, functioning as a mobile shopping center. Shopee identifies itself as the best choice for shopping at home, with the mission of supporting Indonesians, especially in fulfilling their daily needs in a safe and easy way. These requirements are expected to be fulfilled by releasing the Shopee app and making purchases as usual. With the increasing number of features available, the Shopee consumer shopping experience is becoming more enjoyable and efficient (Suswanto & Setiawati, 2020).

Shopee Indonesia aims to be the leading mobile marketplace in Indonesia, with a mission to encourage the entrepreneurial spirit among sellers in the country. The Shopee app presents a number of exciting features, including: (1) Free shipping, (2) Payment on receipt (COD), (3) Vouchers and Cashback, (4) Shopee Pay and Shopee Koin, (5) Shopee Games, and (6) Monthly promotions.

The advantages of using this app include: free shipping function that allows buyers to get items without having to pay shipping fees. The app provides attractive programs that benefit both sellers and consumers. The payment mechanism is simple, with options for bank accounts, ATMs, Shopee Pay, Indomaret/Alfamart, and COD. Even inexperienced users will find using this app easy. The speed of transactions can help you save time when buying.

The process is open as buyers can easily monitor the delivery status through the app. This provides support to sellers in marketing their goods effectively and attractively. PLN, internet, and water bill payment facilities are also available. There is a live chat feature to facilitate interaction between sellers and buyers during the transaction process. In addition, the site incorporates an element of bartering, allowing buyers to bid or negotiate prices (Waziana et al., 2022).

Online purchasing refers to a consumer's desire to use their money to obtain a desired product through a digital platform. This process involves ordering goods from vendors, manufacturers, or resellers over the internet. After that, payment can be made through bank transfers, electronic banking services, or COD (Cash on Delivery) methods as explained by Harahap & Amanah (2018).

Shopee also provides a cash on delivery option, commonly known as Cash On Delivery (COD). This payment option can be more convenient for buyers who want to be assured that their purchased products arrive on time. However, some parties may take advantage of this option to commit criminal acts. For example, if someone is dissatisfied with a certain purchase, the courier may deliver it to the customer's address and force them to make payment (Kompas.com, 2021). This situation may affect Shopee consumers' confidence in shopping. As a result, transactions over the internet are more risky than in-person transactions. To avoid such risks, e-commerce vendors should become more honest, pleasant, and secure in their data storage practices.

Overall, consumer behavior can be classified into two main categories: rational consumer behavior and irrational consumer behavior. Rational consumer behavior is related to the way customers purchase goods and services, focusing on criteria such as direct demand, basic needs, and the usefulness of the product to the buyer. Meanwhile, irrational consumer behavior is related to the tendency of customers to be easily influenced by discounts or special offers on a product without considering their needs or uses (Herawati et al., 2022).

Perceived advantage is one of the factors that influence online shopping behavior among customers. In a study conducted by Kim et al., (2008), perceived advantage includes customers' views on the value they can get from online transactions with a particular website. This use of the term "advantage" relates to an assessment of the extent to which the innovation is perceived to be better than existing concepts. For example, it reflects buyers' awareness that the new purchasing strategy offers various advantages as an alternative shopping option. Cummins et al. (2014) found eight categories of online consumer behavior. The categories are Cognitive issues, user-generated content, demographics and Internet segmentation, online use, cross-cultural, online communities and networks, strategic use and outcomes, and consumer Internet search.

According to Karayanni (2003), when consumers feel that making purchases online provides greater benefits than shopping in traditional stores, they are more likely to choose online shopping options to

complete their needs. Forsythe et al., (2006) said that there is a substantial positive correlation between the perceived benefits of online shopping and the frequency of transactions and time invested in online shopping activities.

Based on a study conducted by Farag & Lyons (2007), it was concluded that increased search activity on the internet contributed to an increase in shopping frequency, which in turn increased online sales. These findings suggest that consumers' purchasing behavior is influenced by the benefits they perceive from conducting online transactions. Gu et al (2021) also say that the relationship is getting stronger between online shopping activities and reflexive consumer factors. It is also important to point out that the amount of time spent by consumers in the digital environment increases significantly in self-isolation mode, and this leads to a decrease in the cost of attracting customers, so innovative entrepreneurs need to take advantage of this and improve their own websites.

Previous findings have explained various consumer behaviors in online shopping. This research will reveal whether these behaviors are in accordance with the character of Indonesian people, especially shopping on one of the commercial e-platforms, namely shopee.

2. Research Method

This research uses the literature review method with data sourced from national and international sources. Manual searches were conducted through Google Scholar with the keyword consumer behavior in purchasing online products. There were 30 articles collected. Then determine which are relevant to the theme needed for this research so that some are eliminated which in the end the selected articles are approximately 16 articles. The first method in selecting journals is a combination of national and international articles and eliminating articles that are not indexed. After elimination, the screening process was carried out by reading the titles and abstracts of the selected articles. The final procedure was to analyze the selected articles.

3. Results And Discussions

Research of Nofri & Hafifah, (2018), suggests that cultural, social, exclusive, and psychological elements all have a favorable and substantial effect on online purchasing choices in Makassar City. Cultural influence has a favorable and substantial effect of 0.011 on purchasing decisions. Social factors have a positive and significant effect of 0.004, indicating that family and reference groups play an important role in internet shopping preferences. The positive and significant effect of 0.000 on the exclusive factor shows that a person's personal level affects the purchase intention of online products, especially exclusive ones. Finally, the psychological element has a positive and substantial effect of 0.012, indicating that a person's psychological state affects their attitudes and opinions about products.

Candra Irawan (2020) concluded that e-marketing elements including convenience, content, responsiveness, security, and trust significantly influence consumer purchasing decisions online. Convenience (effect of 0.011) includes access, information search, purchase, and payment methods. Content (effect of 0.005) shares accurate, timely, and significant information. Response (effect of 0.023) involves e-marketing practices such as advertising, promotion, and interaction with customers. Security and trust (influence of 0.000) play an important role in increasing consumer interest in shopping online.

According to Sudjatmika (2017), convenience refers to the extent to which a person can use online media without significant difficulty, with a particular focus on the convenience associated with shopping online. According to (Andini, 2017), convenience in the context of online purchases consists of ease of determining goods, ease of finding information, ease of carrying out the purchase process, ease of payment methods, especially interbank transfer alternatives, and ease of delivery of purchased goods.

Khairunnisa & Jamiat (2021) proves that consumer responses to purchasing decisions for beauty products through the Shopee E-commerce platform have a good and substantial influence on personal, psychological, and social variables. According to research Saputri (2016), Zalora Indonesia's overall consumer behavior is rated well by customers, with a total score of 17,869 or 71.40%. This finding shows that Zalora Indonesia's consumer behavior is consistent with cultural, social, personal, and psychological aspects, which shows consumer trust in Zalora as a company that facilitates online purchases and has an impact on consumer behavior to buy comfortably and efficiently.

Assegaff (2015) states that consumer trust clearly influences behavior, intentions, and character when shopping online. A high level of trust increases consumer attitudes towards online purchases. Online shopping experience does not significantly affect consumer attitudes, but satisfaction from positive experiences can affect sales performance and consumers' tendency to re-shop. Consumers' positive attitudes

have an effect on online shopping intentions, while Subjective Norm from close people also has a positive impact on consumer intentions. Although perceived behavior control does not have a significant effect on intentions, consumer intentions significantly affect online shopping behavior, indicating that the higher the intention, the more likely consumers are to shop online.

Research of Andini (2017), statistically it is clear that some (at the person level) independent factors such as lifestyle, convenience, and information quality have a favorable impact on the dependent variable, namely purchasing decisions. Meanwhile, because trust does not have a big impact on purchasing decisions, it tends to be negative.

Umbara et al., (2023) suggests that cultural, social, personal, and psychological factors all influence Shopee consumers' online purchasing decisions in Indonesia. Cultural variables have a significance of 0.000, showing a large influence on online purchasing considerations. Social variables have a favorable and considerable effect of 0.000 on online shopping decisions. Personal variables have a considerable effect of 0.011 on online purchasing decisions. Psychological factors have a significance of 0.000, showing an influence on online purchasing decisions. Purchases through the Shopee application are favored because of convenience, affordable prices compared to conventional stores, a variety of choices, and providing trust to consumers.

Putri Wulandari & Umbara (2022), states that customer behavior in choosing online purchases on the Shopee application on the island of Bali has a strong effect on the cultural component variable, with a significant value of 0.039. Social aspects also have a significant impact on online purchasing considerations at 0.000. Similarly, personal characteristics of 0.027 and psychological factors of 0.000 have a big impact.

Research of Humairoh & Hartono (2022) concluded that psychological factors, trust, security, and convenience have a positive and substantial impact on purchasing decisions at Marketplace Shopee. Psychological factors, with a value of 0.659, provide encouragement to consumers based on motivation, perception, learning, beliefs, and behavioral attitudes. Trust, with a value of 0.705, has a positive impact on purchasing decisions through certainty from the seller. The safety factor, with a value of 0.741, shares comfort with users and increases consumer confidence. Convenience, with a value of 0.755, has a positive influence on purchasing decisions, where convenience during the online shopping process affects consumer behavior. Overall, these factors contribute to each other to improve purchasing decisions in the Shopee Marketplace.

Research of Ningsih & Rahmawati (2021), there are psychological variables, situational factors, and social aspects. Psychological and social variables have a positive and substantial impact on purchasing decisions at the Shopee online store, with a value of 0.001 for psychological factors and 0.003 for social aspects, respectively. According to this study, the more psychological and social factors, the higher the purchase decision at Shopee. However, situational considerations do not have a major impact on purchasing decisions, with a value of 0.107.

Ilma et al., (2022) indicates that trust, risk, income, experience, promotion, quality, rating, and convenience of online shopping for customers do not have a major effect on Shopee's online purchasing decisions in the Lakarsantri Surabaya District Community. In contrast, perceived price and service significantly influence purchasing decisions, indicating that product prices and services influence customer decisions.

The findings of a study conducted by Setyarko (2016) show that in the context of online purchases, product prices are no longer the main focus for customers, as online product prices are usually cheaper and there are no additional costs. On the other hand, promotion has a positive and considerable impact on online purchasing decisions, implying that promotional methods are important in persuading buyers. Service quality plays a positive and relevant role in influencing purchase decisions, with aspects such as friendliness, trustworthiness, and quick response playing a key role. The ease-of-use factor of online platforms also had a positive and substantial impact on purchase decisions, proving that an easy user experience is crucial in attracting customer attention.

Based on the research that has been presented, it can be concluded that cultural, social, personal, and psychological factors have a relatively large effect on online product purchasing decisions, as is the case with the Shopee platform. This finding is in line with Kotler and Keller's hypothesis which asserts that various variables influence consumer behavior, including cultural factors that include core ideas, perceptions, and aspirations. Social factors include income, occupation, education, and location. Personal aspects involve age, life cycle, occupation, economic conditions, lifestyle, and personality. Finally, psychological factors involve motivation, perception, learning, and beliefs and behaviors.

4. Conclusion

Consumer behavior can change based on the factors that influence it and there are several processes that consumers must go through in order to reach a purchase decision. Through this review, the company can understand and know how the types of consumer behavior are, and can understand what possibilities can occur and what factors cause changes in consumer behavior. Based on the results of the review of consumer behavior in purchasing online products through the "Shopee" platform, it can be concluded that factors such as psychological, cultural, social, and personality have a significant influence on consumer behavior. However, there are also other variables that influence consumer behavior in purchasing online products, such as convenience, content, response, security, trust, experience, views from the closest people, perceived behavioral control, perceived benefits, lifestyle, information quality, perceived price, perceived risk, income, promotion, service, quality, rating, and ease of use of E-commerce. However, some studies also show that there is an insignificant correlation between consumer attitudes and purchasing decisions.

This research contributes to being used as one of the references in related research because it has analyzed several articles and drawn conclusions as a whole. but it should be noted that there are limitations to this research, namely the method used is only a literature study. proof of the assumptions that are built must be carried out with experimental research or collection of quantitatively analyzed data.

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