

Consumer's Shopping Experience in Shopee

1st Nofiaty
Economics Faculty
University of Sriwijaya
 Palembang, Indonesia
 nofiawaty@unsri.ac.id

2nd Iisnawati
Economics Faculty
University of Sriwijaya
 Palembang, Indonesia
 Iisnawati82@gmail.com

3rd Akhmad Nazaruddin
Economics Faculty
University of Sriwijaya
 Palembang, Indonesia
 nazar.unsri@unsri.ac.id

Abstract—At present, consumers have many alternative ways for shopping. E-commerce and market places growth fast. The growth of E-commerce and marketplace, has force the company to survive with this competition. The ease of getting information on the internet makes the consumer easy to move to other brands. The aims of this research is to determine consumer habits for shopping online in Shopee, one of market place in South Sumatera in order to design an effective marketing strategy. This research analyzed by using data that taken from 177 respondents. Questionnaire are distributed to people that is using the application of Shopee. Data analyzed by using Cross Tabulation in SPSS. Result of this research describes the consumer experience and habits when shopping in marketplace based on their domicile and occupation.

Keywords: *market place, habit, experience, shopping*

I. INTRODUCTION

Along with advances in technology, the use of internet as a trade transaction online looks high. Based on APJII data (Association of Indonesian Internet Service Users) in 2016 it was known that 130.8 billion internet users recognized the internet as a place for trade transactions [1]. The rise of e-commerce business and marketplace in Indonesia indicates that e-commerce business and marketplace is a promising business. The players who helped enliven this e-commerce business and marketplace in Indonesia and are widely used in Palembang include MatahariMall.com, Zalora, Lazada, Tokopedia, Bibli, Shopee and Open Stall. Based on previous research it is known that among these sites, Shopee is the most widely used site [1].

The large number of e-commerce and market place choices that have sprung up today and continues to grow, of course competition in the world of online commerce will be even tougher. Information that is easily obtained from the internet, makes the buyer easy to move from one brand of product to another. Easy for buyers to move or lack of loyalty from customers in the online world is a problem that must be immediately solved so that it does not have a negative impact on the sustainability of a company. One approach that can be done is to create a positive and unforgettable shopping experience. When customer satisfied with this experience they will loyal to the store and then do the repetition.

Base on the background, this research will be discussed the shopping habits from consumers of Shopee in South Sumatera base on their domicile and occupation. The

urgency of this research is that consumers in Indonesia has starting to move their way of shopping from offline to online. So, this research could be enriched the number of research in digital marketing area.

II. LITERATURE REVIEW

A. Shopping Experience

Experiential marketing is a marketing approach that involves the emotions and feelings of consumers by creating positive and unforgettable experiences so that consumers consume and are fanatical about these products [2]. Experiential marketing is a marketing concept that aims to form customers who are loyal to their services and products [3]. This means customer loyalty can be formed through experiential marketing.

The main focus of experiential marketing is on the senses' responses, influences, actions and relationships. Therefore, a business entity must be able to create experiential brands that are connected with the real life of consumers. Experiential marketing can be used effectively if it is applied to certain situations. There are several benefits that can be received and felt by a business entity when implementing experiential marketing, among others, to revive a declining brand, differentiate one product from competing products, create an image and identity of a company, promote innovation, persuade trials, purchases and consumer loyalty [2]. Recognizing the behavior of consumers can help the company in developing and designing marketing strategies so that products can be marketed to the maximum.

B. Shopping Habits

Habit is an important indicator that explain consumer purchase repetition [4]. Consumer will be repeated to shop in the same store, when they were satisfied with the internet store [4]. Customer satisfaction could predict the repurchase behavior [5].

III. METHOD

This research analyzed data from 177 respondents. The respondent of this research is user of Shopee application domiciled in South Sumatera area. Object of this research is Shopee, one of the market place that exist and popular in South Sumatera. The data was analyzed using cross tabulation with SPSS software between shopping experience and habits and consumer's domicile and occupation.

IV. RESULTS AND DISCUSSION

A. Results

To design an effective marketing mix strategy, it would be needed for the company to select their segment. Company should establish the characteristics of their existing customer in market analysis [6]. So, to design the effective strategy it would be useful for the company to analyze their existing customer's segmentation, which could be found in respondent's demographic information at Tabel I as follow:

TABLE I. RESPONDENT DEMOGRAPHIC INFORMATION

Information	Frequency	%
Domicile		
- Banyuasin	4	2.3 %
- Lahat	4	2.3 %
- Lubuk Linggau	1	0.6 %
- Muara Enim	6	3.4%
- Musi Banyuasin	3	1.7%
- Ogan Ilir	38	21.4%
- OKI	33	18.6%
- OKU Timur	1	0.6%
- Pagaralam	22	12.4%
- Palembang	65	36.7%
	177	100%
Gender		
- Male	60	33.9%
- FeMale	117	66.1%
	177	100%
Age		
- 15-24 years old	138	78%
- 25-34 years old	21	11.8%
- 35-49 years old	11	6.2%
- 50-64 years old	7	4%
	177	100%
Occupation		
- Housewife	10	5.6%
- Jobseeker	1	0.6%
- Private employee	21	11.9%
- Students	124	70%
- Profesional/entrepreneur	6	8.5%
- Civil Servant/BUMD	15	3.4%
	177	100%

a. Source: SPSS output.

Data show that female dominate the respondents for about 66.1% and men 33.9%. Almost half of the respondents domiciles in Palembang and then Ogan Ilir, OKI, Pagaralam, Muara Enim, Lahat, Banyuasin, Musi Banyuasin, Lubuk Linggau and the last from OKU Timur. More than half of the respondents are young people with age between 15-24 years about 78%, 25-34 years old with 11.8%, 35-49 years old for about 6.2% and 50-64 years old only 2%. Respondent also dominated by students / jobseekers for about 70.6%, private employees at 11.9%, professionals / entrepreneurs for about 8.5%, housewife with 5.6% and the last is civil servant/BUMN only 3.4%.

Based on their domicile and occupation, consumer experience/habits on using online application for shopping could be seen from Table II-VIII as follow:

TABLE II. DOMICILE WITH THE SOURCE OF INFORMATION

Domicile	Source of Information				
	App Store	Endorser	Internet Adv	TV Adv	Friend
Banyuasin	0.0%	0.0%	0.6%	1.1%	0.6%
Lahat	0.0%	0.0%	0.6%	0.6%	1.1%
Lubuk Linggau	0.0%	0.0%	0.0%	0.0%	0.6%
Muara Enim	0.0%	0.6%	2.3%	0.0%	0.6%
Musi Banyuasin	0.0%	0.0%	0.0%	1.1%	0.6%
Ogan Ilir	0.0%	0.0%	5.6%	2.8%	13.0%
OKI	0.0%	0.0%	10.7%	4.5%	3.4%
OKU Timur	0.0%	0.0%	0.0%	0.6%	0.0%
Pagaralam	0.0%	0.0%	3.4%	2.8%	6.2%
Palembang	0.6%	1.1%	14.7%	8.5%	11.9%
Total	0.6%	1.7%	37.9%	22%	37.9%

b. Source: SPSS output.

Data shows the high percentage among all alternatives source of information in each of is different. Consumer in Banyuasin (1.1%), Musi Banyuasin (1.1 %) and OKU Timur (0.6%) know the information about Shopee from TV advertising, Lahat area (1,1%) and Lubuk Linggau (0.6) by friend recommendation, Muara Enim (2,3%), OKI (10,7), Ogan Ilir (5,6%), Pagaralam (3,4%) and Palembang (14,7%). From total of the respondent in general Internet advertising and friend recommendation have the same percentage as the source of information.

TABLE III. DOMICILE WITH PERIOD OF USAGE

Domicile	Period of Usage					
	< 6 mths	6mths - 1 year	1 - 2 years	2 - 3 years	3 - 4 years	> 4 years
Banyuasin	1.1%	0.6%	0.0%	0.0%	0.0%	0.6%
Lahat	0.6%	0.6%	0.0%	1.1%	0.0%	0.0%
Lubuk Linggau	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Muara Enim	1.1%	0.6%	0.0%	0.6%	0.6%	0.6%
Musi Banyuasin	0.6%	0.6%	0.0%	0.6%	0.0%	0.0%
Ogan Ilir	2.3%	4.5%	7.9%	5.1%	0.6%	1.1%
OKI	0.6%	4.0%	9.6%	2.3%	2.3%	0.0%
OKU Timur	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Pagaralam	2.3%	4.0%	5.1%	0.6%	0.0%	0.6%
Palembang	6.8%	4.5%	13.6%	7.9%	1.7%	2.3%
Total	15.8%	19.8%	36.2%	18.1%	5.1%	5.1%

c. Source: SPSS output.

Data on Table III show how long the consumer has been using Shopee application. Most of the consumers in Banyuasin (1,1%), Muara Enim (1,1%), Musi Banyuasin (1.1 %), Oku Timur (0,6%) have been using Shopee application less than 6 months. Consumers in Lubuk Linggau have been using Shopee for about 6 months-1 year. In Ogan Ilir (7.9), OKI (9.6), Pagaralam (5.1%) and Palembang (13.6%), most of the consumer have been using Shopee for about 1-2 years. And the consumers in Lahat already become the user of Shopee for about 2-3 years (1.1%). In general, most of the respondents have been using Shopee for about 1-2 years.

TABLE IV. DOMICILE WITH DURATION OF USAGE

Domicile	Duration of Usage			
	> 2 hours	1 – 2 hours	30 mnt- 1 hour	± 30 menit
Banyuasin	0.0%	0.6%	1.1%	0.6%
Lahat	0.0%	0.6%	0.6%	1.1%
Lubuk Linggau	0.0%	0.0%	0.0%	0.6%
Muara Enim	0.6%	0.0%	1.1%	1.7%
Musi Banyuasin	0.0%	0.0%	1.1%	0.6%
Ogan Ilir	0.6%	2.3%	7.9%	10.7%
OKI	0.6%	1.1%	9.6%	7.3%
OKU Timur	0.0%	0.0%	0.0%	0.6%
Pagaralam	0.6%	0.0%	5.6%	6.2%
Palembang	1.1%	1.7%	16.9%	16.9%
Total	3.4%	6.2%	44.1%	46.3%

d. Source: SPSS output.

Data on Table IV show the duration of consumer when using Shopee application. Mostly consumer duration in using Shopee application in Banyuasin (1.1%), Musi Banyuasin (1.1%) and OKI (9.6%) for about 30 minutes – 1 hour. And the rest of area Lahat, Lubuk Linggau, Muara Enim, Ogan Ilir, OKU Timur, Pagaralam and Palembang, most of respondents using Shopee application with duration more or less 30 minutes only.

TABLE V. DOMICILE WITH AVERAGE OF TOTAL TRANSACTION

Domicile	Average of Total Transaction				
	< 100K	>2Mio	1-2 Mio	100K - 500K	500K- 1Mio
Banyuasin	1.7%	0.0%	0.0%	0.6%	0.0%
Lahat	1.7%	0.0%	0.0%	0.6%	0.0%
Lubuk Linggau	0.0%	0.0%	0.0%	0.6%	0.0%
Muara Enim	0.6%	0.6%	0.0%	2.3%	0.0%
Musi Banyuasin	0.0%	0.0%	0.0%	1.1%	0.6%
Ogan Ilir	1.7%	0.0%	0.6%	16.4%	2.8%
OKI	1.1%	0.6%	0.0%	15.3%	1.7%
OKU Timur	0.0%	0.0%	0.0%	0.6%	0.0%
Pagaralam	4.5%	0.6%	0.0%	7.3%	0.0%
Palembang	4.0%	0.6%	0.0%	28.8%	3.4%
Total	14.7%	2.3%	0.6%	74.0%	8.5%

e. Source: SPSS output.

Data on Table V show the average of total transaction. Mostly, consumers in Banyuasin (1,7%) and Lahat (1,7%) shop with average transaction under 100K. Whereas, consumers in Lubuk Linggau (0,6%), Muara Enim (2,3%), Musi Banyuasin (1,1%), Ogan Ilir (16,4%), OKI (15,3%), OKU Timur (0,6%), Pagaralam (7,3%) and Palembang (28,8%) shop with total average transaction between 100K-500K.

TABLE VI. OCCUPATION WITH THE SOURCE OF INFORMATION

Occupation	Source of Information				
	App Store	Endorser	Internet Adv	TV Adv	Friend
Housewife	0.0%	0.6%	1.7%	1.7%	1.7%
Job Seeker	0.0%	0.0%	0.0%	0.6%	0.0%
Private Employee	0.0%	0.0%	6.2%	2.3%	3.4%
Civil Servant/BUMD	0.0%	0.0%	5.1%	2.3%	1.1%
Student	0.6%	1.1%	24.3%	13.6%	30.5%
Professional/Entrepreneur	0.0%	0.0%	0.6%	1.7%	1.1%
Total	0.6%	1.7%	37.9%	22.0%	37.9%

a. Source: SPSS output.

Base on consumer occupation, data on Table VI show the source information of Shopee application. Most of the

housewife (1,7%), private employee (6,2%), Civil Servant/BUMD (5,1%) get information about Shopee application from internet advertising. Job Seeker (0,6%), Professional/Entrepreneur (1,7%) get information about Shopee from TV advertising, and most of the student get information about Shopee through their friend recommendation. But in general, most of the source of information about Shopee comes from internet advertising and friend recommendation.

TABLE VII. OCCUPATION WITH PERIOD OF USAGE

Occupation	Period of Usage					
	< 6 mths	> 4 years	1 - 2 years	2 - 3 years	3 - 4 years	6mths - 1 year
Housewife	0.6%	0.0%	2.8%	0.6%	0.0%	1.7%
Job Seeker	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
Private Employee	1.1%	0.0%	7.3%	1.1%	0.0%	2.3%
Civil Servant/BU MD	0.6%	0.6%	2.8%	1.1%	1.1%	2.3%
Student	13.6%	4.5%	23.2%	12.4%	4.0%	12.4%
Professional/Entrepreneur	0.0%	0.0%	0.0%	2.3%	0.0%	1.1%
Total	15.8%	5.1%	36.2%	18.1%	5.1%	19.8%

b. Source: SPSS output.

Result data on table VII show how long the consumer has been using Shopee application. Most of the jobseeker and professional/entrepreneur have been using Shopee application between 2-3 years. And the other consumer from housewife (2,8%), private employee (7,3%), civil servant/BUMD (2,8%) and student (23,2%) mostly had been using Shopee for about 1-2 years.

TABLE VIII. OCCUPATION WITH DURATION OF USAGE

Occupation	Duration of Usage			
	> 2 hours	1 – 2 hours	30 mnt- 1 hour	± 30 menit
Housewife	0.0%	0.0%	2.8%	2.8%
Job Seeker	0.0%	0.0%	0.6%	0.0%
Private Employee	0.0%	1.7%	4.0%	6.2%
Civil Servant/BUMD	1.1%	0.6%	5.1%	1.7%
Student	2.3%	4.0%	31.1%	32.8%
Professional/Entrepreneur	0.0%	0.0%	0.6%	2.8%
Total	3.4%	6.2%	44.1%	46.3%

c. Source: SPSS output.

Data on Table VIII shows the duration of consumer when using Shopee application. Most of the housewife (2,8%), Private employee (6,2%), Student (32,8%), and professional/entrepreneur (2,8%) using application with duration more or less 30 minutes only. Whereas, most of job seeker (0,6%) and Civil Servant/BUMD (5,1%) using Shopee application with duration for about 30 minutes until 1 hour.

TABLE IX. OCCUPATION WITH AVERAGE OF TOTAL TRANSACTION

Occupation	Average of Total Transaction				
	< 100K	>2Mio	1-2 Mio	100K - 500K	500K- 1 Mio
Housewife	0.0%	0.0%	0.0%	5.6%	0.0%
Job Seeker	0.0%	0.0%	0.0%	.6%	0.0%
Private Employee	2.3%	0.0%	0.6%	7.9%	1.1%
Civil Servant/BUMD	0.0%	.6%	0.0%	7.3%	.6%
Student	12.4%	1.7%	0.0%	50.3%	5.6%
Professional/Entrepreneur	0.0%	0.0%	0.0%	2.3%	1.1%
Total	14.7%	2.3%	0.6%	74.0%	8.5%

d. Source: SPSS output.

Data on Table IX shows that all of the respondent base on their occupation, mostly shopping in Shopee with average transaction 100K-500K.

B. Discussion

The habits of Shopee user could be seen from the data result. From the data found that internet advertising and friend recommendation are the effective sources of information in the most of area in South Sumatera. And most of the student as the dominant respondent get the information about Shopee from their friend recommendation. It means that Shopee or another marketplace could promote their market place application using internet advertising and friend's recommendation.

From data, found that Shopee application is a new "thing" for consumer in Banyuasin, Muara Enim and OKU Timur, because they join the application less than 6 months. It means that company had the opportunity to maximize their potential customer to become loyal and increase profit.

Consumer's duration for using Shopee application, mostly for about 30 minutes only. It means that company could design new experience to consumer in order to make a long duration for consumer to explore all the menu provided by the application. Long duration of using the application, could opened the opportunity for the customer to purchase more product or service on the application. Consumer's habit in online shopping could help the company to develop their strategy to increase their selling by designing positive experience. Experiential marketing is a marketing concept that aims to form customers who are loyal to their services and products[3]. It means customer loyalty can be formed through experiential marketing.

The habit of the consumer could be seen by the repetition behavior in that store. Habit could explain consumer purchase repetition [4]. Base on the average of total transaction shows that most of respondent shops with total transaction for about 100K-500K. If the marketplace design new experience, it could make the consumer enjoying all the services provided by the application. Long duration of using application would be opened new opportunity for the consumer to buy more and increase their average of total transaction. The increasing of total transaction could increase profit of company. The repetition could be happened because of consumer satisfaction with the store [4]. Customer satisfaction could be predicted repurchase behavior [5].

V. CONCLUSION

Company should build a friendly user application, to design positive experience for the consumer. To win the competition in the same industry, company should develop and design unforgettable experience for the consumer.

ACKNOWLEDGMENT

The authors gratefully thank to University of Sriwijaya for funding this research and also The Dean of Economics Faculty for supervising the paper.

REFERENCES

- [1] A. Rosa, I. Iisnawati, and I. Daud, "Key Factors Analysis of E-Commerce and Marketplace Purchasing Decision in Palembang," *Sriwij. Int. J. Dyn. Econ. Bus.*, vol. 2, no. 4, p. 347, 2018.
- [2] B. Schmitt, "Experiential Marketing," *Exp. Mark.*, no. May 2013, pp. 37-41, 1999.
- [3] H. Kartajaya, *Connect! Surfing New Wave Marketing*. 2010.
- [4] M. Khalifa and V. Liu, "Online consumer retention: Contingent effects of online shopping habit and online shopping experience," *Eur. J. Inf. Syst.*, vol. 16, no. 6, pp. 780-792, 2007.
- [5] M. A. Jones and J. Suh, "Transaction-specific satisfaction and overall satisfaction: an empirical analysis," *J. Serv. Mark.*, vol. 14, no. 2, pp. 147-159, 2000.
- [6] G. Mark and S. Ewan, "Marketing information systems in universities," *Mark. Res. Inf. Syst.*, vol. 11, no. 7, p. 19, 1997.