

# Consumptive Behavior Among State Vocational High School Students as E-Commerce Services Users

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## ABSTRACT

Technology has produced e-commerce services and shifted consumer shopping behavior from offline to online. Such change can be viewed at Generation Z (Gen-Z) who grow along with technology development. This study aimed to discover consumptive behavior, the factors that influenced it, and the preferences performed by SMKN (State Vocational High School) 3 Sukoharjo students as e-commerce service users. This research was a case study with ten students of SMKN 3 Sukoharjo Grade XII as the subjects and conducted using a qualitative approach. The data were collected using interviews and documentation then validated using source triangulation and member checking. The data analysis process which included data reduction, serving, and conclusion drawing produced results which showed that the students favored e-commerce services to do shopping. The convenient transaction the e-commerce serves triggered the students to perform consumptive behavior regularly to fulfil their needs. This convenience together with the high cashback, discounts, and free shipping services that the e-commerce service gives prompted the students to perform consumptive behavior. Gen-Z's eagerness to have an easy and practical way of shopping makes Shopee, one of the biggest e-commerce service providers, their main preference in doing the activity. Online shopping has emerged with students' lives to fulfil their needs and gain self-satisfaction.

**Keywords:** *consumptive behavior, e-commerce, SMK students.*

## 1. INTRODUCTION

Instant lifestyle appears due to its easiness promised by technology where society is not required to spend much effort and is not necessarily needed to make social interaction. Technology adoption affects how humans communicate and guide to the new way in corresponding among others privately, in a group, or socially [1]. Technology development significantly influences economic transactions through various innovations of online selling [2]. A change in society's behavior from doing manual shopping to online shopping has shifted human interaction toward human-technology interaction and encouraged the emersion of online shopping applications [3].

According to the Indonesian Internet Service Penetration Association (APJII) [4] data, Gen-Z and millennials hold the biggest number of internet users in

Indonesia. The interesting part is that the internet is used as communication media and shopping aid. The emergence of e-commerce service applications such as *Shopee*, *Tokopedia*, *Lazada*, and *Bukalapak* serves consumers' mutualism symbiosis. E-commerce has led to changes and evolutions in buying and selling products and increasing sellers' and consumers [5]. E-commerce presents profits and benefits for both sellers and consumers. For example, it provides a short time and low price for buyers and easiness in searching and comparing the prices to identify potential buyers [6]. The ease of looking for the product information and direct transaction without the third party and the good number of discounts, offers, and cashback make e-commerce easily accepted by society.

The proliferation of e-commerce in Indonesia indirectly proves the high society consumptive attitude. Many internet users positively influence the growth of

e-commerce in Indonesia. Based on the data from Statistics Indonesia (*BPS*) year 2018, as many as 24.82 million transactions occurred during that year, worth IDR17.21 trillion [7]. This condition shows that trading using e-commerce has a good and promising economic value.

Generation Z (Gen-Z) refers to a generation born between 1996 and 2010 [8] or after 1997 [9]. Growing surrounded by the internet and familiar with technology is the main characteristic of Gen-Z. Compared to the previous generation, Gen-Z tends to have more interest in technology and actualize social life using smartphones [10]. Based on research conducted by Priporas et al. [11], Gen-Z uses their smartphones to shop (clothes, shoes, perfume, food, and digital apps). The emersion of e-commerce easily influenced Gen-Z to do shopping only to fulfil their wants, leading to the necessity of having good self-control to avoid useless payments [12].

Based on observation results and preliminary interviews with students of SMKN (State Vocational High School) 3 Sukoharjo, it was indicated that online shopping activity using e-commerce applications such as *Shopee* was easily done by the students. E-commerce became teenagers' choice as it gives convenience, easy, fast, and practical ways of doing consumption activity [13]. A search result on google scholar between 2015 and 2020 indicated that there was no research specifically talking about the consumptive behavior of students as e-commerce service users. This result became the main reason why the researchers researched SMKN 3 Sukoharjo intending to determine the impact of the consumptive behavior phenomenon of the students as e-commerce services users. This research was expected to make a useful contribution to the development of the literature on consumer behavior of e-commerce service users.

## 2. RESEARCH METHOD

### 2.1. Research Design

This study is categorized as a case study that applied a qualitative approach and was conducted from October to November 2020. According to Creswell [14], the qualitative approach involves exploring and comprehending the meaning or value that some individuals or groups are considered social or human problems. A case study carefully investigates and explore a program, an event, an activity, a process, or a group of individual [14].

### 2.2. Research Sources

Ten students from SMKN 3 Sukoharjo grade XII who used e-commerce services to do shopping were

selected as the research subjects. The rationale why the researchers took only ten students was to avoid students' subjectivity and to have a broader and deeper perspective toward vocational high school student consumptive behavior.

### 2.3. Data Collection and Validation Technique

The researchers carried out interviews and documentation to collect the data for the research. Using an interview guideline, the researchers interviewed the students to gain data about their consumptive behavior as e-commerces service users. The interview scope included students' background in doing online shopping, students' shopping frequency using e-commerce, and students' e-commerce service preferences. Meanwhile, the term documents in this study were online shopping frequency documents and screenshots files of students' online shopping history from their e-commerce applications. The data validation test for this study was done using source triangulation and member checking, which was started by writing the interview transcript before it was described, categorized, and identified as well as analyzed the interview results similarities of the conclusion compared to the one that had been done with the informants. The data analyzed by the researchers produced a conclusion of the interpretation results similarity, then went into member checking together again with the informants to avoid fallacy when concluding the overall interview results.

### 2.4. Data Analysis Technique

The data analysis technique used in this study was referred to the one proposed by Miles, Huberman, & Saldana [15], which involved data condensation, data serving, and conclusion drawing. After collecting the data from the interviews with students of SMKN 3 Sukoharjo grade XII as e-commerce service users and from the documents they provided related to the consumptive behavior, the researchers did a selection process to filter and categorize the data into each problem that became the focus of the study so that a conclusion can be drawn. The data were presented in the form of a description regarding the consumptive behavior of SMKN 3 Sukoharjo grade XII students. The researchers tried to structure relevant data to conclude the information gained and had meanings to answer the research objectives. The next step was conclusion drawing or data verification, which included the research team and research sources to ensure the validity and objectivity of the research results conclusion.

### 3. RESULT AND DISCUSSION

Gen-Z has been pampered with technology, enabling them to access numerous services through the smartphone easily. Students use this kind of privilege to ease their daily life activities, one of which is online shopping. Shopping online is among many activities students do daily, leading them to think that online shopping is safe and dare to take the risk of adopting technology. This attitude positively affected the intention of using e-commerce [16]. As the generation actively using a social network, students of SMKN 3 Sukoharjo grade XII were familiar with online shopping using e-commerce, and shopping online has become one of the social activities that support the emergence of consumptive behavior. Consumptive behavior is an action of consumers buying, using, and making decisions to buy goods based on their wants and is dominated by pleasure and satisfaction factors [17].

not any influence. I do feel convenient because if I did not, I would not do it regularly.” Some consumptive activities carried out by SMKN 3 Sukoharjo students are shopping for fashion, hobby, and skincare products using e-commerce.

The interview results also showed that most students chose the *Shopee* application due to the convenience and easiness when choosing goods. On the other hand, *Lazada* was selected for its trustworthiness and loyalty. The convenience felt by consumers when shopping triggers the emergence of consumptive behavior. The existence of technology supports impulse buying behavior. Young consumers use their smartphones to shop for clothes online [19].

As the frequency of students opening e-commerce applications through their smartphones went higher, the possibility of doing online shopping also increased. On average, students of SMKN 3 Sukoharjo did online shopping two to three times a month. Meanwhile,

**Table 1.** Summary of Vocational High School Students Consumptive Behavior Results

Research Focuses	Research Results
General Description of Students of SMKN 3 Sukoharjo Grade XII Consumptive Behavior as E-Commerce Users.	Peers do not influence the emergence of consumptive behavior
	Convenience when shopping makes students happy to shop through e-commerce.
	Some consumptive activities carried out by SMKN 3 Sukoharjo students are shopping for fashion, hobby, and skincare products using e-commerce.
Factors that Influenced Students of SMKN 3 Sukoharjo to Perform Consumptive Behavior.	Ease of searching for goods and shopping.
	Free shipping services, cash back, and discounts that attract students to shop at e-commerce.
	Easiness to find goods with the lowest prices.
Students of SMKN 3 Sukoharjo Preference in Choosing E-Commerce Services	Students chose <i>Shopee</i> for shopping, while 2 others used <i>Lazada</i> .
	The free shipping, cashback, and voucher services that <i>Shopee</i> has increased students' shopping desires.

#### 3.1. Overview of the Consumptive Behavior of Class XII Students Using E-commerce Services at SMKN 3 Sukoharjo

Impulse buying involves psychological states that lead to unplanned purchases, and it is difficult for them to control these decisions [18]. The emergence of online shopping behavior among SMKN 3 Sukoharjo grade XII students were not affected by peers or family, but there was an internal urge to shop through e-commerce. This fact follows the interview result with several students, including Student A from Online Business and Marketing class, who stated: “I do not think I do online shopping because being influenced by my friends who do so. I do it because I have experience of doing shopping online before. Sometimes I feel convenient, and sometimes I do not because I have to make sure that the sellers are trusted.” Another opinion was delivered by Student AD from Culinary class who said: “There is

according to research by KIC-Kredivo in 2019, Indonesian people do online shopping 17-20 times a year on average [20]. The high number of transactions made through e-commerce shows that consumers feel comfortable shopping online, thus triggering the emergence of consumptive behavior.

Based on the results of the documentation analysis on student spending for shopping through e-commerce, the average student spent more than IDR 100,000 per month for shopping through e-commerce. In comparison, students got an allowance of IDR 10,000 – IDR 15,000 per day or IDR 280,000 – IDR 420,000 per month. Therefore, students used 30% to 50% of their daily allowance for shopping. This usage shows that students tend to be consumptive by using their pocket money to shop through e-commerce.

### 3.2. Factors that Influenced Students of SMKN 3 Sukoharjo to Perform Consumptive Behavior

Efficiency and convenience are two among numerous factors that influence consumers doing online shopping. Convenience refers to consumer confidence and the system used without spending much effort. Lestari & Widyastuti [21] also support this research results by stating that one of the favourable factors that encourage consumers to shop online is the convenient transaction system. An easy and simple transaction process has changed society's shopping trend [22]. According to research carried out by Pham et al. [23], access convenience, search convenience, evaluation convenience, transaction convenience, and post-purchase convenience are important factors that contribute to increasing consumer value and repurchase intention. In this study, the convenience of access, the ease of the transaction system, post-purchase convenience, and time efficiency affected the emergence of consumptive behavior.

Internet mobile has efficiency and could load much information at a time so that consumers could easily compare the prices and product or service information they want to purchase [24]. Through an online platform, consumers could compare the products and the prices without necessarily visiting the physical location to find better offers [25]. Information searching is important to make the consumers have elaborate descriptions and visualization of the products. Students, as consumers, do information searching to save time and find out the price levels and product quality that they would purchase using e-commerce service and.

The high number of online shopping activities is influenced by several factors such as discounts and strengthened by free shipping services and many other satisfying services [26]. E-commerce is known for pampering its consumers by giving a discount, various kinds of beneficial vouchers, and free shipping services. Even more, the discount and vouchers have already e-commerce slogans to attract consumers and persuade them to do online shopping. Within this study, the discount and beneficial vouchers given by e-commerce increased the number of purchases done by the students through e-commerce applications and encouraged them to perform consumptive behavior.

Ittaqullah et al. [24] mention that mobile marketing, discount, and lifestyle positively affect impulsive shopping behavior. Those three aspects are the stimulus for consumers to do shopping. Meanwhile, Fatmawati [27] states that online shop utilization is affected by time efficiency, convenient access, and the fulfilment of goods needs and satisfaction. The students prefer shopping online because of the easy purchase mechanism it provides. They also do not have to be included in a crowd or come to the stores. Using

technologies, the students can go shopping from home, and they only need to choose which store they want to purchase the goods from.

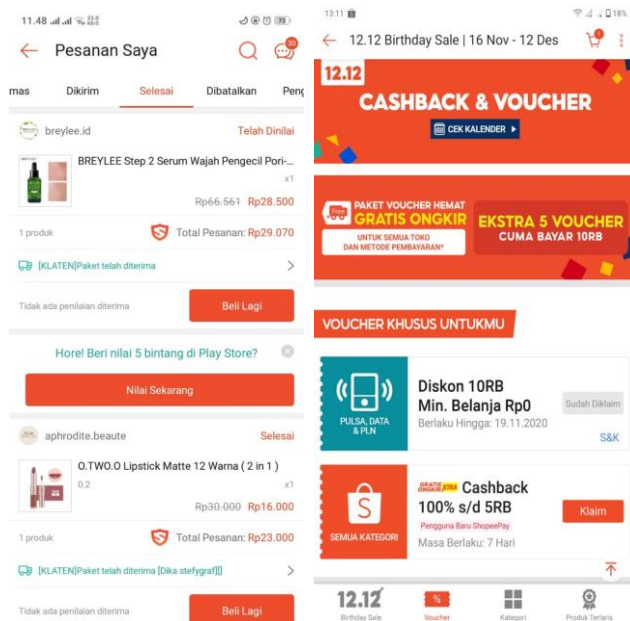
Discounts, lifestyle, time efficiency, and easiness of good need fulfilments encourage the students of SMKN 3 Sukoharjo to do online shopping through e-commerce. However, among all of those factors, convenience became the main reason the students performed consumptive behavior when online shopping.

### 3.3. Students of SMKN 3 Sukoharjo Preferences in Selecting E-commerce Services

E-commerce is not only about purchasing and selling products online but also includes developing, marketing, shipping, giving services, and payments. Most e-commerce has a similar concept to carrying out trading activities. However, there are differences in services or promotions, making Shopee, Tokopedia, Bukalapak, Lazada, and Blibli the big five most visited e-commerce services in 2020.

Platform online selection is mainly influenced by advertisements that show the e-commerce applications. As much as 70% of the respondents in this study chose *Shopee* as their e-commerce application to do online shopping, and the other 30% chose *Lazada*. Advertisements and convenience when using these applications influenced the students to decide their preferences. According to a survey by Iprice, *Shopee* took first place as most visited e-commerce service in 2020, followed by *Tokopedia* as the second, *Bukalapak* as the third, and *Lazada* as the fourth [28].

The ongoing promotions carried out by *Shopee* have succeeded in influencing consumers to use their services and proven that most SMKN 3 Sukoharjo grade XII students chose *Shopee* rather than any other e-commerce services. The students stated that they could easily compare the prices of goods, the beneficial discounts, and the free shipping vouchers are always available every month.



**Figure 1** Documentation of the utilization of e-commerce services, discounts, cashback, and free shipping vouchers

Shopping vouchers, customer reviews, and convenience significantly affect consumers' shopping in Shopee [29]. Consumers will buy more goods than usual when a promotion is offered, thus triggering consumptive behavior.

#### 4. CONCLUSION

In conclusion, based on the analysis results, the students of SMKN 3 Sukoharjo grade XII showed consumptive behavior when shopping through e-commerce. Factors that triggered the emergence of consumptive behavior among the students were time efficiency, lifestyle, and ease of getting the desired item. As generation members who grow along with technology development, the students like using smartphones in their daily lives. *Shopee*, as the biggest e-commerce service provider, became the students' main choice to do online shopping. Numerous discounts, free shipping services, vouchers, and cashback offered were able to attract the students of SMKN 3 Sukoharjo grade XII to do online shopping.

The study was carried out during the Covid-19 pandemic, which contributed to the slow data collection process. The researchers could not meet the interviewees and sources directly. Therefore, the data collection was conducted through smartphones, resulting in less optimal research results. The researchers only focused on the consumptive behavior performed by students of SMKN 3 Sukoharjo grade XII, so that the research sources taken were not comprehensive. Future researches should have more

diverse sources. For researchers interested in this topic, it is expected that they can explore other factors that cause the consumptive behavior of e-commerce users.

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