



Consumptive Behavior of Students in Shopping Online and Implications in Guidance and Counseling Services in Universities

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Abstract

The purpose of this study was to examine consumer consumption behavior in shopping online. It also aimed to establish the factors promoting students' desires to transact online. Importantly, the study used qualitative research methods. The results showed that consumption behaviors were not based on needs but rather the desires, they are easily influenced by friends and follow the latest trends, discounts, or promos in the online shop. There are other additional factors with significant influence of consumption patterns. These include price, convenience, trust, availability of goods, and the promotions attracting their attention. Therefore, counselors should utilize information services, group guidance, and individual counseling services to regulate students' behavior.

Keywords: Consumptive Behavior, Online Shopping, Student

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Introduction

The advancements in Science and Technology have eased human life. However, the resulting impacts can either be positive or negative. Over time, human consumption has significantly increased, shifting the focus from the satisfaction of needs to desires. The rapid progress in science and technology have transformed the world into a global village, influencing consumer behavior.

According to Quart (2008), the production of luxury goods targets teenagers. Generally, they are offered and identified with the names of the products shown in advertisements, leading to unlimited consumption without due consideration to consumptive behavior. Sungaji (2013) explains that consumer behavior is the consumption of goods not because of their functional needs, but because of demands for prestige, status, or just a lifestyle. Importantly, parental treatment of a child influences how the child views and assesses various products. Additionally, it also influences the child's attitude towards parents and the quality of the relationship between them (Sagita, Erlamsyah and Syahniar 2013). Besides, parents who provide social support to their children help children perceive the family environment as a pleasant and provide a sense of security, comfort, peace of mind, and feeling loved (Astarini, Nirwana, and Ahmad 2016).

There have been many changes since the internet started gaining popularity in Indonesia in the 1990s. This is especially true considering the use of smartphones, which certainly has many applications that ease human life (Alizamar, Ifdil, Taufik, Syahniar, Afdal, Hariko, Yendi, Ardi, Fadli, Erwinda, Zola, Suranata, Bariyyah, and Rangka, 2018). Moreover, the internet also has led to the surge in popularity of social media, with millions of texts exchanged through messaging applications (Syahniar, Maysitoh, Ifdil, Ardi, Yendi, Rangka, Suranata, and Churnia, 2018). For instance, online shopping has led to the tendency of students behaving consumptively. According to Bohang (2018), throughout 2017, 143 million Indonesians were connected to the internet, and around 49.52% were aged 19-34. Another survey in 2017 found that 41% of Indonesians bought goods and services online (Khairuddin, 2018). Based on the results of a survey conducted ShopBack in 2018 with more than 1000 respondents, 70.2% of Indonesians shop online rather than in a store offline (Kama, 2018).

Students prefer online shops for a number of reasons, including (1) availability of goods at lower prices compared to shopping offline, (2) convenience, (3) excellent customer service, (4) ease of use, (5) little transaction time, (6) trust, and (7) diversity of goods available (Jadhav and Khanna 2016; Mittal 2013; Sinha and Kim 2018).

Guiding and counseling services are needed to handle problems in the world of education at the secondary, advanced, and tertiary level. These services help to realize and solve the problems individuals experience (Syamsidar 2017). Students should be able to develop all their potential through studying in higher education and effectively deal with the challenges of an ever-changing era (Alizamar 2012). To anticipate these challenges, students need to be prepared by activating their energy through learning (Alizamar 2015). This study has two objectives, including (1) to describe the student consumptive behavior patterns, and (2) to reveal the underlying factors of the UNP students using online shops.

Method

The study used the snowball sampling technique since the data sources provide complete data, then looking for someone else who can be used as a data source. Thus, the number of research subjects as data sources might be higher, such as the rolling snowball.

Data collection techniques used in this study are observation, interview, and documentation. Interviews conducted were unstructured with 5 different students majoring in the UNP FIP. The selected students were active in online shopping and at least shopped 3 times a month. Additionally, the model of Miles and Huberman (Sugiyono, 2008) was used for the analysis of data, specifically in reduction, presentation of data, and concluding. The triangulation approach was used to test the validity of the data sources.

Results and Discussion

Results

The results of interviews and observations show the desires rather than the needs influence the consumptive behavior. Therefore the monthly money runs out quickly. The respondents 1, 2, and 3 asked for extra money from parents, while 4 and 5 chose to borrow money from their friends after using the funds allocated for rent. This resulted in the accumulation of unpaid rent, making their lives even harder. Moreover, all the respondents like the developments in fashion and are always updated with new items offered at the shop, as well as the number of items being promoted and sold at low prices.

The results of the study also revealed the factors that made the subjects prefer to shop at the online shop, including (1) low prices compared to offline shops, (2) convenience, such as saving time and energy, (3) trust given to users with consistent quality goods, (4) availability complete and varied items, allowing users to choose the preferred item, and (5) diverse and exciting online shop promotions.

Discussions

The results of the study showed that consumer behavior of shopping online tended is not based on needs but the desires. This is in line with Yuniarti (2015), which established that people behave consumptively tend not to think of future needs and would consume more at present without considering their incoming requirements.

Furthermore, students are easily influenced by an invitation from friends to shop online. Kholilah (in Pariwang, 2018) also explains friends influence is one of the factors which determines the consumer behavior. According to Mowen (2001), social groups influence a person's purchasing decision. This is supported by Jalaluddin (in Afriza, 2012) which stated that if some people in the group say/do something, there is a tendency of those close to them adopting the same. Individuals tend to imitate and follow groups of peers to be accepted in the group (Putri, S, Syahniar, and Alizamar 2017). The group influences a person's purchasing decisions depending on the extent to which one conforms to it (Agada, 2012; Yudiana and Indrayani, 2016).

The research findings also show some research students cherish fashion, and therefore, they are always updated with the latest items. Generally, they are very concerned about their appearance and compete with fellow students for the latest acquisitions. This assertion is in line with Yuniarti's (2015) which stated that students are now competing with each other to show new things and try to catch up with the lag, especially in terms of fashion.

The study established five main factors that influence students' preferences for online shopping. First, the prices at online shops are lower than in the market, even without the need for bargaining. No doubt this is beneficial for students who are not experts in bargaining. Besides, consumers are free to choose various price

levels for one item, comparing them from one store to another (Hasslinger, Hodzic, and Opazo 2007). Second, convenience plays a significant role when it comes to purchasing decisions. This is in line with Kotler & Armstrong (Bhuwaneswary 2016) which stated that online shops provide buyers much convenience. For instance, buyers do not need to leave the house, drive, find parking, and walk from store to store. The online shops only need to find the desired item via a smartphone, and there is no need to meet face to face with the seller. Moreover, shopping online is more fun for users since they can access it anytime within 24 hours of the day (Wang, Zhang, Ye, and Nguyen 2005). Besides, consumers find the items they are looking for more efficiently, and this is very important for students. According to the students, the items offered by the online shop were also of high quality and attractive. The items are always updated, and only the latest ones are updated.

Furthermore, Miranda (2017) stated that the buying process in an online shop is not complicated, only involving choosing a product available, ordering it, and paying by direct transfer. It is this convenience that makes consumers prefer online shops (Baubonienie and Guleviciute, 2015).

Third, trust is one of the most important factors influencing consumers' purchasing behavior and decisions. Based on the results, trust arises since the goods ordered are by the exact ones sent and the quality conforms to what is written in the description of the goods. Although two respondents had experienced problems while shopping, they never stopped buying products. Indisputably, trust is a necessary and essential element for building relationships with customers (Mittal 2013). Trust is also the emotional basis of consumers before shopping online. A person's previous experience influences confidence and the decision to shop again (Hasslinger, Hodzic, and Opazo 2007).

Fourth, the results of the study indicate there is the availability of goods, and the constant updates make students monitor and open applications to keep abreast of the existing model. The products offered are packaged in such a way that it is exciting and appealing to the eyes. According to the respondents, the items sold in the online shop were fascinating and up-to-date. Informants 1 and 2 said they often looked at the online shop in their free time. Seeing the latest interesting items creates feelings of pleasure and makes students even more interested.

The findings of this study are supported by research explaining students as "literate" technologically and very close to the internet, and therefore, the concept of online shopping is always in their minds. Besides, students are potentially active in social networking sites. The students, especially females, are interested in consuming fashionable products since they follow trends (Miranda et al. 2017). Also, online shops trade very quality products, and this influences consumers' purchasing behaviors. Quality makes a company or an organization known and trusted by the wider community. Product quality might be defined as the ability of a commodity to achieve its functions such as suitability, which means the higher the frequency of use, the greater the durability, and shape, design, and appearance affect the long-term performance of a business unit (Agustini 2017).

The fifth and the final factor is a promotion, which is carried out in many ways, including, the results of the use of social media, endorsements, advertisements on television and YouTube, and provision of promo or discount prices, making consumers more interested. This is supported by the results of research explaining how online shops diversely promote their products, such as by giving discounts and prizes. (Jadhav and Khanna 2016).

The findings of this study contribute ideas and materials useful in formulating guiding and counseling programs in universities to prevent and reduce consumptive behavior in students. Different services might be provided to students, including information and counseling services aimed at students with consumptive behavior. Additionally, group guidance services to discuss topics related to consumer behavior should also be provided. All services should aim at bringing students to better conditions. As explained by Prayitno (2009), a service is an action whose nature and direction leads to better and happier conditions for those served.

Conclusion and Suggestions

This study concluded that online shop influences the consumptive behavior of students at Padang State University. The behavior patterns include: 1) Using the money for basic and college needs to shop for items desired in an online. 2) Easily influenced by a friend. 3) Using the rent money to shop. 4) Acquiring the latest items. 5) Easily interested in items under promotion and always buy them even when not needed. The following are the factors that make students prefer the online shops (1) price, (2) convenience, (3) trust, (4) availability of goods, and (5) promotions.

Based on research, the following suggestions are made, (1) students take advantage of the developments in technology well and avoid being carried away by negative factors, and (2) parents should teach children how to manage money, and pay attention to their monthly expenses. (3) Counselors in universities should

organize various activities relating to guiding and counseling to prevent poor habits in students. These services include 1. Information related to consumer behavior and its impact, which in turn increase the accuracy of using money according to their needs. 2. Group guiding to provide understanding and increase knowledge on consumer behavior and its effects. 3. Counseling is given to discuss the problems of group members and solve them together. 4. Individual counseling services are given to students who need special attention to alleviating problems related to consumer behavior.

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