

Analysis of Consumptive Behavior on Purchasing Power During Shopee Flash Sale

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Abstract

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Advances in information technology cause changes in all aspects of life, one of which is in the aspect of trading, buying and selling trades can be done online. One of the online shopping media is shopee. Shopee is an online shopping platform that is familiar to the community, shopee is an online shopping platform that is popular with all people ranging from teenagers, and adults, to the elderly. The purpose of this study is to analyze consumptive behavior towards purchasing power during shopee flash sales. The type of research used is a qualitative approach with primary and secondary data sources with three active shopee user speakers, using data collection techniques in the form of observation, interviews, and documentation. And using data analysis techniques in the form of descriptive data analysis techniques

Keywords: Consumer Behavior, Purchasing Power, Flash Sale Shopee

INTRODUCTION

In today's era of technological and information advancement, which is growing rapidly. Technology and information in this era are designed simply so that they are easy to access. With the advancement of information technology, it is very helpful in everyday life. Technology and information that are increasingly developing have an impact on all aspects of human life, one of which is in terms of buying and selling trade (CAHYANTI & MAS'UD, 2020). In the past, buying and selling activities could only be done face-to-face by meeting directly, but with the advancement of technology, now buying and selling activities can be done online with a wide range by not requiring sellers and buyers to meet directly (Wahyurini & Trianasari, 2020). Online buying and selling can be done anywhere and anytime. With the advancement of technology and information, there have now been many online flats to carry out buying and selling activities, one of which is shopee (Rakhi, 2019).

Shopee is an online shopping application that is in great demand today, the shopee online shopping site throughout January-March 2023 is the most visited until it reaches 157.9 million visits reported to good stats. id. Shopee is an online shopping application that is easy to use and easy to access (Fajriyah, 2021). The shopee application can be downloaded on the play store for

free. Shopee's reach is very wide, not only providing local products and brands, but shopee also provides international products and brands that can be found in the shopee mall (Purnomo et al., 2023). To make its users not bored and keep shopping at shopee, shopee offers a variety of interesting features and offers, including ShopeePay features, free shipping, discounts, flash sale events, cash on delivery payment methods, shopee coins, shopee team, and many more. ShopeePay on shopee is a service in the form of a digital wallet offered by shopee with the use to make online transactions on shopee or transactions made outside shopee, such as transfers to funds and others (Andriani, n.d.).

Free shipping is a discounted shipping feature that reduces shipping costs for buyers. Discounts or discounts are usually offered by the shopee when there is a shopee event such as on twin dates or shopee anniversaries. Shopee flash sale events are usually carried out at certain times within a certain period that offers a variety of products at low prices because of discounted prices and also offers free shipping (Purnomo, 2015).

Purchasing power is a person's ability to buy a good or service. People's purchasing power is the ability to buy goods or services to meet their needs. One of the factors that affect the high and low purchasing power of the community is price changes, price changes are very important in determining people's purchasing power because people's purchasing power will be high if the price of a good or service decreases and vice versa if the price of goods or services increases, people's purchasing power tends to be low (Rismananda et al., n.d.). And if people's purchasing power is getting higher and is done continuously without careful consideration just because it is attracted by low prices, it can be said to be consumptive behavior (Rismananda et al., n.d.).

Consumptive behavior is a person's behavior of spending his money without thinking carefully about the purpose and benefits of the goods he will buy. Consumptive behavior tends to buy items that are not needed, but because they are interested in these goods, the person finally buys the item even though the item is not an urgent need (Suryowati, 2020). Consumptive behavior can also be caused by the ease of getting goods that the community wants, with easy access it makes people consumptive (Mujahid, 2016). Especially in this advanced era, all things can be done easily such as shopping online. With so many online shopping platforms available, it makes it easier for people to shop for the goods they need or just to shop for goods they want but don't need, which is also a consumptive behavior in the community (Suryowati, 2020). Therefore, the author will research the analysis of consumptive behavior on purchasing power during the shopee flash sale (Labetubun et al., 2021). This section outlines the relevant theories underlying the research topic and provides a review of some of the relevant previous research and provides a reference

and foundation for this research to be conducted. If there is a hypothesis, it can be stated unstated and not necessarily in a question sentence (Komarudin et al., 2021).

Consumptive behavior is behavior carried out by someone in shopping for goods or services without thinking rationally or without paying attention to needs. The indicators of consumptive behavior are as follows (Habibah, 2022):

1. Buy the product because of the gift. Someone buys a product because they are interested in the reward offered if they buy the product.
2. Buy products because the packaging is attractive. Someone buys the product because they are interested in neat packaging or wrapped in colorful decorations with creative shapes (S. D. Putri & Sari, n.d.).
3. Buy products for the sake of self-appearance and prestige. Someone shopping just to maintain the appearance to look fashionable and follow the trend of the times and just to support their appearance of themselves usually tend to shop without thinking carefully.
4. Buy products on price considerations. Someone tends to spend his money without thinking if he sees a cheap price without paying attention to the needs and uses and benefits of the item because he can buy the item at a low price.
5. Buy products just to keep the status symbol. To look cool and not outdated, someone will buy a product that is trending in its time to have the impression of coming from a high social class and will be considered outdated if you don't have the item (NINGSIH, 2019).
6. Wear the product because of the model who advertises it. A person will tend to imitate or follow everything that his idol does or wears. Then someone will tend to buy products advertised by their idols.
7. The emergence of the assessment that buying goods at a high price will cause high self-confidence.
8. Try items with different brands. A person will tend to buy an item with the same use but with a different brand (Khasanah et al., 2014).

From the explanation above, it can be seen that consumptive behavior can be influenced by several indicators that cause a person to have consumptive behavior. Consumptive behavior is consumer behavior in spending money either on goods or services (Indriani, 2020). In addition to indicators of consumptive behavior are also influenced by factors, factors that influence consumptive behavior are economic factors

and non-economic factors. Economic factors that affect consumptive behavior are as follows (Prastiwi, n.d.):

1. Income Level

The level of income is the level of income earned by a person from work or other sources to meet the needs of his life or to enjoy his life for a certain time (Prastiwi, n.d.). In this case, usually the higher a person's income, the higher one's purchasing power in terms of buying goods or services so that it can cause consumptive behavior and vice versa, the lower one's income or income, the lower one's purchasing power is due to obstacles in buying the desired money or services (Mariam & Nopianti, 2022).

2. The price level of goods and services.

The price level of goods and services is the level of the exchange rate of goods and services. In this case, if the price level of goods and services is high, people's purchasing power will be low because someone will buy fewer types of goods or services. After all, the price offered is high (MAULIDA, 2020). And vice versa, if the price level of goods and services is low, people's purchasing power becomes high because they can buy various types of goods or services because the prices offered are low. Low levels of goods and services can cause consumptive behavior because people will buy goods and services without careful consideration. After all, the prices offered are low (Mariam & Nopianti, 2022).

3. Availability of goods and services.

The availability of goods and services is also a factor in consumptive behavior. Because even though the price of goods and services is low, if the availability of goods and services does not exist, consumers cannot buy these goods and services so that will not cause consumptive behavior (Mariam & Nopianti, 2022).

From this explanation, economic factors that influence consumptive behavior have been described (Rosdiana & Wahdiniwaty, n.d.). Furthermore, non-economic factors that influence consumptive behavior are as follows:

- a) Number of family dependents

The number of family dependents is included in non-economic factors that affect consumptive behavior because if the number of family dependents or family members is large, then automatically the purchasing power or need for goods and services is also

high and runs out quickly and will require various types of different goods, this will affect consumptive behavior (Rosdiana & Wahdiniwati, n.d.).

b) Higher level of education

The level of education a person has, the more types of goods or services that the person needs. For example, an educated person will need school uniforms and books for school and study, while an uneducated person makes school uniforms and books a necessity (Mardhotillah et al., 2022).

c) Residential environment

The living environment is the surrounding state in which a person lives. The living environment is also a factor that influences consumptive behavior. For example, the needs and types of goods or services needed by a person will be different from the environment where people live in villages and cities (Risnawati, 2021).

d) Social environment, culture, religion, and customs.

Differences in the social, cultural, and religious environment and customs of each individual will affect differences in the consumption needs of goods or services between individuals (Amin & Rachmawati, 2020). For example, Christians will buy pork as food, while Muslims will buy beef because in Islam it is not permissible to eat pork (Risnawati, 2021).

In addition to the indicators and factors that influence consumptive behavior described in the review above, we will discuss the positive and negative aspects of consumptive behavior. Positive aspects of consumptive behavior include (Mardhotillah et al., 2022):

1. Needs met

Fulfillment of consumer goods and services needs because they consume the goods and services needed

2. A sense of satisfaction arises

Consumptive behavior can cause satisfaction for consumers because they can choose and buy various types of goods and services that are desired following their budget

3. Provides convenience and comfort

For example, because of Budi's consumptive behavior, he was tempted to buy a car because he was interested in the lottery offered when buying the car, as a result, buying the car made it easier for Budi to go anywhere.

4. Providing benefits to the seller (producer)

By buying goods or services offered by sellers (producers), producers will benefit in the form of money from the sale of goods or services purchased by these consumers.

5. Add experience

In this case, consumers usually buy goods or services that have never been bought before or new goods or services.

In addition to the positive aspects described in the explanation above, the negative aspects of consumptive behavior will be explained as follows (Rufaidah, 2021):

1. The occurrence of waste

When shopping in the market, someone will go around the market looking for items they want to buy, when going around looking for these items, it is not uncommon for the person to forget the original purpose and even be tempted by other items so that they are interested in buying them, this causes waste because they buy items that are not needed when they should be able to spend their money only for important needs (Rufaidah, 2021).

2. Creating social inequality

In this case, consumptive behavior can cause social inequality in society because a consumptive family will stand out from other families. After all, it has new items that are not necessarily needed.

3. Causes Inflation

Inflation is an increase in the price of goods in general. Consumptive behavior can cause inflation because consumptive people will always shop which will increase the level of demand for goods. With high demand for goods, it will cause the price of goods to also increase so that inflation occurs (Rufaidah, 2021).

4. The nature and lifestyle of consumerism

The nature and lifestyle of consumerism are caused by people who think that pleasure, happiness, and self-esteem (prestige) are valued and measured by the things they have. With the emergence of the nature and lifestyle of consumerism, a person will tend to become consumptive by buying whatever items he wants without careful consideration of whether he needs the item or is just interested in the item (Atika & Purnomo, 2022).

Purchasing power is a person's ability to meet the needs of his life, by buying goods or services to support his life. In terms of meeting needs, it will be influenced by several variables, one of which is inflation. Inflation is one of the factors that can affect the purchasing power of a group of people or individuals in terms of meeting their living needs (Z. A. Putri, 2021). Because inflation is a benchmark in describing the price of a good or service which is reflected by the development of the Consumer Price Index. Through CPI, it can also find out whether the economic balance is stable or not. In the sense that inflation

becomes a benchmark in terms of purchasing power because if inflation is high, people's buying days will be low and vice versa if inflation is low, people's purchasing power will be high (ME Agus Purnomo, S.EI., M.SI., Trimulato, S.EI., M.SI., Supriadi, S.EI., M.EI., dan H. Elman Nafidzi, S.EI., 2023, n.d.).

Online shopping is one of the proofs of the impact of technological advances in aspects of human life in terms of commerce. Online shopping is a buying and selling activity carried out by humans without meeting face to face and meeting directly (Suryowati, 2020). Online shopping is now familiar to the community because due to the Covid-19 pandemic in the previous year, it made it difficult for people to carry out activities outside so they looked for other alternatives in carrying out activities without leaving the house, one of which was related to shopping (Sakirah, Affandy, Slamet, Ahyani, Dahliana, Priyatno, Darussalam, Komarudin, Maulida, Wafa, et al., 2022).

One alternative that people do to reduce outdoor activities is shopping online, shopping online makes it easier for someone to buy goods without having to go out (Sakirah, Affandy, Slamet, Ahyani, Dahliana, Priyatno, Darussalam, Komarudin, Maulida, & El Wafa, 2022). Shopping online can be done at home and will relatively save time because there is no need to go to the market. Shopping online can be done anywhere and anytime. Due to the COVID-19 pandemic, online shopping has increased quite rapidly. Because people can shop easily without having to meet face to face to avoid covid-19 and can see and choose goods and prices that have been listed without having to ask (Putriana, 2022).

The emergence of online shopping is also not only due to covid-19 but because of the tendency of human shopping patterns that always want to be easy, cheap, and profitable. Online shopping is suitable for the shopping pattern of someone who wants to be easy, cheap, and profitable because usually in many online shopping sites offer prices that are cheaper than the prices in the market, this is due to the many discounts or discounts so that the goods sold on online sites can be cheaper (Khasanah et al., 2014). Online shopping is also easy in the sense that consumers do not need to go around the market to find the desired item but by searching on online shopping sites only. Online shopping is also profitable because because of the low price, consumers can resell the item at a more expensive price to make a profit, this can also be used as a business opportunity for those who are interested in trying (Nurdin & Setiani, 2021).

Here are the factors that influence someone shopping online, namely (Matondang et al., 2023):

1. Effectively saves time

For someone who has a busy daily schedule, online shopping is an option that will be done because it can save time compared to offline shopping by going to the market.

2. Easy transactions

Easy transactions are also a consideration for someone shopping online because now there is no need to pay by bank transfer but can already use credit cards and internet banking.

3. Existence of discounts

Usually, people will be interested in buying something because the item is on sale. The existence of discounts in online shopping is not only limited to discounts but also in the form of shipping tickets, point collection, shopping vouchers, cashback, and so on.

The three factors described are considerations that a person makes in deciding to shop online.

Shopee is an online shopping application under the auspices of Sea Group companies, Sea Group's vision and mission is to improve quality with technology for shopee users both as consumers and small entrepreneurs to be better with technological advances. In 2015, shopee was simultaneously launched in seven Asian countries, one of which is Indonesia. Shopee started operating in Indonesia at the end of June 2015 (Rohamah et al., 2021).

Shopee is an online shopping place that sells a variety of diverse needs, such as clothes, shoes, bags, household needs, sports equipment, various kinds of electronic devices, food and beverages, and much more. Shopee is an online shopping place that is much loved among the community because of its easy access and many attractive features and offers provided by shopee (Suryowati, 2020).

Shopee also holds flash sales that can only be purchased by buyers at certain times, namely during the offer period, this is a marketing strategy to attract buyers to shop at shopee. In a day Flash Sale is held 3x between hours. 00:00-12:00 WIB. 12:00-18:00 WIB. at 18:00-00:00 WIB, and held 5x a day (Wednesday only), namely super flash sale at 00:00-09:00 WIB, 09:00-12:00 WIB, 12:00-18:00 WIB, 18:00-21:00 WIB, 21:00-00:00 WIB, but flash sale time may change at any time, reported from shopee.co.id. Shopee Flash Sale is a promotional strategy offered by Shopee to attract consumers to shop at Shopee. Flash sale shopee offers a variety of products by clicking on the other select menu from the flash sale collection on the homepage of the shopee application. Flash sale shopee usually offers a variety of products at hefty discounts so that consumers are interested in the products offered (Mariam & Nopianti, 2022).

In addition to various kinds of offers made by shopee as explained above, shopee is also very aggressively promoting on various platforms ranging from advertisements on tv, to advertisements on social media and much more. The frequent shopee ads displayed on TV make people familiar with shopee. And make people interested in using the shopee application. Shopee also offers free products and free shipping for early users of the shopee application, this is the attraction of shopee to attract new consumers (Mujahid, 2016).

METHODS

This study used a qualitative approach with observational research methods. The research data taken was sourced from primary data and secondary data sources. The primary data source was obtained from the research subjects, namely shopee users who were used as resource persons to obtain research data by observing that these users often shop at shopee, then conducting direct interviews with three shopee users who often shop at shopee as resource persons in this study and documentation were carried out when obtaining data (A. Muri Yusuf, 2016). Meanwhile, secondary data sources are obtained from books, journals, and previous theses that discuss topics related to the title of this study (Agustianti et al., 2022). Data collection techniques in this study used observation, interview, and documentation techniques. As for data analysis techniques in this study using descriptive analysis techniques (Zakariah et al., 2020).

RESULTS AND DISCUSSION

Consumptive Behavior on Purchasing Power During Shopee Flash Sale

Based on the results of observations and interviews conducted, researchers obtained data that customers prefer to shop online at shopee rather than having to go shopping at the market or shopping place because online shopping at shopee is easier and more practical, there is no need to spend energy around the market to find the desired item, the price offered is relatively cheaper because there are discounts than goods sold in the market, and can be done anywhere and anytime. With the advancement of technology today, many various platforms provide online shopping sites so that consumers have many references to choose a bell site (Mujahid, 2016).

Shopee is one of the platforms where many consumers are interested in shopping online. At shopee, consumers can look for various needs whatever they want. Starting from products that can be found in the market or products that are not sold in the market or products that are difficult to find in the market (Purnomo, 2015). Various kinds of products offered at shopee ranging from products with local brands to products with international brands can be found at shopee. And the reach of shopee is very wide, not only products from Indonesia but products from abroad can also be purchased at shopee. Shopee is a multi-functional platform not only for buying and selling but shopee also provides many interesting features. Shopee is very easy and practical in its use so it

allows for users to adapt quickly (Rismananda et al., n.d.). The payment methods provided by shopee are also various kinds making it easier for consumers to make transactions at shopee, consumers can choose payment methods according to consumer needs (Mujahid, 2016).

From the results of the interview, some data was obtained that the interviewees had used shopee to shop for a long time. And often shop at shopee between 2 or 3 times a month, buying various items ranging from clothes, sandals, cellphone cases, polaroid photo printing services, lamps, bags, household appliances, and much more. Before buying the desired item, consumers first look for the item they want, then enter the cart item on the shopee application because they are hesitant to buy or just wait for the shopee flash sale so that the desired item gets a discount or discount (Habibah, 2022). With the flash sale, shopee customers will sometimes idly open the shopee application either just to look at the items they want to buy or just to see discounts, and if it is suitable, the customer will unknowingly buy the item without thinking carefully because they see the price offered is cheaper (Komarudin et al., 2021). Often consumers are interested in the discounts offered so they will assume that the price of the products offered is cheap without thinking about buying the product consumers do not need the product they buy but are only tempted by the discounts offered by the shopee (Mujahid, 2016).

Viewed from the buyer's point of view, the advantage of the shopee flash sale is the discount and free shipping offered by the shopee. Buyers will be tempted by the discount because they feel cheaper and more decent than the price previously offered, which is when the price is normal, and with the discount offered, buyers are interested in buying goods at shopee because they consider it cheaper than the price in the market (Prastiwi, n.d.). In addition to discounts, the free shipping feature is also one of the factors for buyers to shop at shopee, because usually the items that buyers want to buy are sometimes not sold in the market or out of stock in the market, then buyers look for the items they need at shopee but are constrained by the high shipping costs from the seller's place to the buyer's place as a result the desired item will only be in the shopee cart without checking out the account owner Shopee, however, with the flash sale offered by Shopee in the form of discounted shipping or free shipping, the buyer can buy the item he wants or the item that was in the Shopee basket can be checked out because of the shipping cost waivers offered by Shopee. As a result, shopee flash sale makes buyers addicted and becomes consumers because they are interested in the discounts and free shipping offered by shopee (Khasanah et al., 2014).

In addition to discounts and free shipping offered by shopee, the cash on delivery or COD payment method is also a consideration for consumers in shopping at shopee (Indriani, 2020). This is because consumers do not fully trust online sellers at Shopee for fear that the goods are not delivered correctly, usually consumers like this are new consumers and also consumers who

do not have digital money or are lazy to make payments through Alfamart or Indomaret so they choose the cash on delivery payment method which means pay on the spot, that is, after the goods are delivered to consumers at that time consumers will pay according to the price of the goods purchased (Andini Indalaini Lestari, 2021). The cash-on-delivery payment method is one of the things that makes consumers interested in shopping at Shopee, especially for new users. Because of the ease of payment methods provided by shopee, consumers often shop at shopee and unknowingly this can also make consumers consumptive in shopping (Rosdiana & Wahdiniwati, n.d.).

CONCLUSION

Based on the results of research conducted by the author, it can be concluded that technological developments have an impact on various aspects of human life. One of the impacts of technological progress is on the trade aspect with the emergence of ease of shopping by shopping online. One platform that is widely used by the public for online shopping is the shopee platform. Shopee is an online shopping place that is easy to use and practical so that people quickly adapt. Shopping online at shopee is very practical because it can be done anywhere and anytime. Many things are the reasons someone is interested in shopping at Shopee, one of which is because Shopee holds a flash sale where during the flash sale Shopee will offer discounts or discounts on the goods sold, and there is free shipping offered by Shopee. With the discounts offered by shopee, buyers consider that the price offered by shopee is cheaper than the price offered in the market, and free shipping is not a barrier to shopping at shopee with a wide range. With the flash sale, shopee customers are addicted and become consumptive by often shopping at shopee during flash sales.

Some people prefer to shop online because it is easy, practical, and saves time. For further research related to this topic, researchers can then add several variables to be studied.

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