

Overview of Online Shopping Behavior in Emerging Adulthood

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Abstract. Online shopping is a transaction process carried out through media or intermediaries through online buying and selling sites or social networks providing goods or services traded. The average student in Kupang City is interested in online shopping because online shopping can provide various conveniences and benefits. In addition to providing benefits, online shopping has a risk that the goods received are sometimes inappropriate. This study aims to determine the description of online shopping behavior in emerging adulthood aged 18-25 years in Kupang City. The approach used is a quantitative approach with a descriptive research type. The sample in this study amounted to 381 students in Kupang City aged 18-25 years. The sampling technique used was probability sampling with proportionate stratified random sampling. The results of the study found that the data obtained through categorization and average score found that male students were more likely to do online shopping behavior 0,24 times compared to women, while based on the age of the students 25 years old and over tend to do online shopping behavior by 114,04 times compared to students aged 18-24 years.

Keywords: Online Shopping Behavior, Emerging Adulthood, Gender, Age.

Abstrak. Belanja *online* adalah sebuah proses transaksi yang dilakukan melalui media atau perantara yaitu berupa situs-situs jual beli *online* atau jejaring sosial yang menyediakan barang atau jasa yang diperjualbelikan. Saat ini belanja *online* menjadi salah satu aktivitas yang juga diminati oleh rata-rata mahasiswa yang berada di Kota Kupang. Oleh karena itu Penelitian ini bertujuan untuk mengetahui lebih dalam mengenai perilaku belanja *online* pada mahasiswa. Penelitian ini bertujuan untuk mengetahui gambaran perilaku belanja *online* pada *emerging adulthood* usia 18-25 tahun di Kota Kupang. Pendekatan yang digunakan adalah pendekatan kuantitatif dengan jenis penelitian deskriptif. Sampel dalam penelitian ini berjumlah 381 mahasiswa di Kota Kupang yang berusia 18-25 tahun. Teknik penentuan sampel menggunakan *probability sampling* dengan metode *proportionate stratified random sampling*. Hasil penelitian menemukan bahwa data yang diperoleh melalui kategorisasi dan *odd ratio* ditemukan bahwa mahasiswa yang berjenis kelamin laki-laki lebih cenderung melakukan perilaku berbelanja secara *online* sebesar 0,24 kali dibandingkan perempuan, sedangkan berdasarkan usia mahasiswa yang berusia 25 tahun lebih cenderung

melakukan perilaku berbelanja secara *online* sebesar 114,04 kali dibandingkan mahasiswa yang berusia 18-24 tahun.

Kata Kunci : Perilaku Belanja *Online*, *Emerging Adulthood*, Jenis Kelamin, Usia.

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Introduction

Online shopping is a transaction process carried out through media or intermediaries through online buying and selling sites or social networks that provide traded goods or services (Harahap & Amanah, 2018). Online shopping can give various conveniences to customers. For example, they can see the goods offered by looking at the photos in the online catalog and do not have to go to the store. Customers can also get more product information, such as price, quality, and availability. Therefore, shopping online is increasingly popular because it is considered more flexible in choosing the goods to be purchased (Octaviani & Sudarajat, 2016).

The process of buying and selling online is not only done by adults but can also be done by teenagers. Emerging adulthood is a new concept of development for the period from late adolescence to early adulthood, which is characterized by profound changes, in which a person will face various possible different directions in matters of love, work, and perception of the environment and determine the choice of life goals (Arnett, 2000). Emerging adulthood has an age range of 18 to 25 years, which is the average student age. Currently, online shopping is one of the activities that are also in demand by the average student in Kupang City because the average student in Kupang City is interested in online shopping. After all, online shopping can provide various conveniences and benefits, such as only needing to access the internet without going to the store to shop, quality goods, and affordable prices.

Students are interested in online shopping, with a figure of 19.9% (Ridwan, 2012). In addition to providing benefits, online shopping has a risk that the goods received are sometimes inappropriate. Therefore, this study aims to learn more about

students' online shopping behavior. Iswara (2019), as reported by Good News From Indonesia, said that the highest number of online shopping customers came from the young generation, about 18-24 years old 45% furthermore, 25-34 years old 41%, 35 - 44 years by 8%. The rest are consumers aged over 45 years.

This study aimed to describe online shopping behavior in emerging adulthood aged 18-25 years in Kupang City. Generally, students do online shopping not based on needs but for the sake of fun and lifestyle because it provides more benefits such as saving time, more varied models of goods, more updated types of goods, and cheaper than goods in stores (Hasugian, 2015). This is also supported by the results of interviews conducted with ten students in the city of Kupang who said that the average student in the city of Kupang is interested in online shopping because online shopping can provide various conveniences and benefits, such as they only need to access via the internet without having to go to the shop. Shop for shopping has quality goods and affordable prices. They also said that in addition to providing benefits, online shopping has a risk; for example, the goods received sometimes do not match.

Method

This study uses a quantitative approach with a descriptive type of research. The sample in this study amounted to 381 students in Kupang City aged 18-25 years. The data collection process was carried out by distributing questionnaires in the form of a scale and distributed to the relevant respondents. The subject collection method used in this study uses the Proportionate Stratified Random Sampling method, where this method is a sampling technique that takes into account the level or strata by taking samples from each population whose number is adjusted to the number of members of each population that has members or elements that are not homogeneous and proportionally stratified. In this study, researchers examined six universities in Kupang City, Universitas Nusa Cendana Kupang, Universitas Muhammadiyah Kupang, Universitas Kristen Artha Wacana Kupang, Universitas Katholik Widya Mandira Kupang, Universitas Citra Bangsa dan Politkenik Negeri Kupang. Then the measuring

instruments used in this study use validity and reliability tests. The validity test is carried out to determine whether the question items measure operational variables by correlating the item score with its scale score.

The reliability test used in this study is alpha-Cronbach's if the item selected reliability test with a type of re-test reliability test, where this reliability test is obtained by giving the same test to a group of subjects twice in a particular time, then the reliability is calculated by correlating the results of the first test with the second test. Then the reliability test is a measuring instrument that is interpreted as the constancy of a measuring instrument which, in principle, shows relatively different results when re-measured on the same subject. In this content validity test using the calculation of Content Validity Ratio (CVR) with 36 items carried out to 11 experts, subjects were asked to suggest whether the contents of an item measuring online shopping behavior were essential in supporting the purpose of measuring the test. However, from the calculation results from 36 items of online shopping behavior, it is stated that 34 items are essential and have a high content validity value because the CVR calculation results are more significant than 0. Then the other two items are declared non-essential and must be eliminated because the value of the CVR calculation result is more than 0.

Result

Data Processing Statistics that explain the description of respondents based on gender and age can be seen in the table below:

Table 1.

Description of Online Shopping Behavior Data

Variable	Hypothetical					Empirical				
	Min	Max	Range	Mean	SD	Min	Max	Range	Mean	SD
<i>Online Shopping Behaviour</i>	34	170	136	187	164.3	84	136	102	108.08	8.18

The table of calculation results above will be used to determine the category of online shopping behavior intervals for Emerging Adulthood aged 18-25 years in Kupang City. The author uses hypothetical statistics to see the group's relative position based on

the measuring instrument. The table above shows that the hypothetical minimum value is 34, the mean is 187, and the hypothetical standard deviation is 164.3.

Table 2.

Categorization of Online Shopping Behavior Scores by Gender

Gender	Online Shopping Behavior Score			Total
	Categorization			
	Low	Moderate	High	
Woman	41	198	42	281
Man	7	76	17	100
Total	48	274	59	381

Based on the table above, it is known that from 381 respondents, the score of online shopping behavior in women is in a low category, with 41 female respondents, 198 moderate, and 42 high female respondents. In comparison, male respondents score low online shopping behavior, as many as seven people, moderate as 76 people, and high as many as 59 people.

Table 3.

Average Online Shopping Behavior Score by Gender

Average	
Woman	Man
107.85	108.75

The table above shows that the average score of online shopping behavior between women and men is higher for men, which is 108.75 than for women, which is 107.85.

Table 4.

Odd Ratio of Online Shopping Behavior by Gender

Gender	Low	Tall	Odds	Odds Ratio
Woman	41	42	$odds = \frac{P}{1-P} = 1.02 \frac{42}{41}$	Odds Ratio $= \frac{2.42}{1.02} = 2.37$
Man	7	17	$odds = \frac{P}{1-P} = 2.42 \frac{17}{7}$	

The odd ratio data in the table above shows the odd value for women is 1.02 and for men is 2.42, with an odd ratio of 2.37.

Table 5.

Online Shopping Behavior Score by Age

Age	Online Shopping Behavior Score Categorization			Total
	Low	Currently	Tall	
18	4	22	2	28
19	8	25	6	39
20	10	42	9	61
21	10	41	4	55
22	3	38	1	42
23	8	46	18	72
24	4	45	13	62
25	1	15	6	22
Total	48	274	59	381

Based on the table above, it is known that from 381 respondents, the score of online shopping behavior at the age of 18 is in a low category, with four respondents, 22 people, and two people high. Respondents aged 19 years scored low online shopping behavior, as many as eight people, moderate as many as 25 people, and high as six people. Respondents aged 20 years are known to score low online shopping behavior, as many as ten people, moderate as many as 42 people, and high as nine people. Respondents aged 21 years are known to score low online shopping behavior, as many as ten people, moderate as many as 41 people, and high as four people.

Respondents aged 22 years are known to score low online shopping behavior in as many as three people, moderate as many as 38 people, and high as one person. Respondents aged 23 scored low in online shopping behavior, as many as 8 people, while 46 people scored high, as many as 18. Respondents aged 24 years are known to score low online shopping behavior, as many as four people, moderate as many as 45 people, and high as 13 people. Respondents aged 25 years are known to score low online shopping behavior, as many as one person, moderate as many as 15 people, and high as six people.

Table 6.

Average Online Shopping Behavior Score by Age

Average Age								
Age	18	19	20	21	22	23	24	25
Average	105.89	107.23	106.41	105.98	106.52	110.05	109.90	114.04

The average score of online shopping behavior by age can be seen in the table above that 18 years of age has an average score of 105.89, 19 years of age has a score of 107.23, 20 years of age has a score of 106.42, 21 years of age has a score of 105.98, age 22 has a score of 106.52, age 23 has a score of 110.05, age 24 has a score of 109.90 and age 25 has a score of 114.04.

Table 7.

Odd Ratio of Online Shopping Behavior by Age

Age	Low	High	Odds	Odds Ratio
18-21	32	21	0.65	3.65
22-25	16	38	2.37	

The table above shows that those aged 18-21 years have an odd value of 0.65, while those aged 22-25 years have an odd value of 2.37 and an odd ratio of 3.65.

Table 8.

Online Shopping Behavior Score Categorization Based on University Origin

Universities	Low	Moderate	High	Total
Univ. Nusa Cendana Kupang	29	128	29	186
Univ. Muhammadiyah Kupang	2	22	7	31
Univ. Kristen Artha Wacana Kupang	8	36	8	52
Univ. Widya Mandira Katholik Kupang	3	47	8	58
Univ. Citra Bangsa Kupang	1	5	1	7
Politeknik Negeri Kupang	5	36	6	47
Total	48	274	59	381

Based on the table above, it can be seen that the online shopping behavior scores of respondents from the University of Nusa Cendana Kupang are known to be low, as many as 29 people, medium as 128 people, and high, as many as 29 people. Respondents from the Muhammadiyah University of Kupang are known to be low, with as many as two people. Moderate, as many as 22 people, and high, as many as seven people. Respondents from the Christian University of Artha Wacana Kupang are known to be low, as many as eight people, medium, as many as 36 people; and high as eight people. Respondents from the Catholic University of Widya Mandira Kupang are known to be as low as three people, moderate as many as 47 people, and high as eight people. Respondents who came from the university's image of the nation of Kupang are known to be low as much as one person, moderate as many as five people, and high as one person.

Table 9.

Average Online Shopping Behavior Score by University of Origin

Origin University	Average
Univ. Nusa Cendana Kupang	107.65
Univ. Muhammadiyah Kupang	109.12
Univ. Kristen Artha Wacana Kupang	108.13
Univ. Widya Mandira Katholik Kupang	108.69
Univ. Citra Bangsa Kupang	108.85
Politeknik Negeri Kupang	107.95

The average score of online shopping behavior in the table above shows that the University of Muhammadiyah Kupang is higher than other universities, with a score of 109.12.

Table 10.

Odds Ratio Online Shopping Behavior Based on University Origin

Origin Univ	Low	High	Odds	Odds Ratio
Univ. Nusa Cendana Kupang	29	29	1	
Univ. Muhammadiyah Kupang	2	7	3.5	
Univ. Kristen Arths Wacana Kupang	8	8	1	
Univ. Widya Mandira Katholik Kupang	3	8	2.7	2.45
Univ. Citra Bangsa Kupang	1	1	1	
Politeknik Negeri Kupang	5	6	1.2	

The table above shows that the odd ratio value at six universities in Kupang City is 2.45.

Discussion

This study aims to determine the description of online shopping behavior in emerging adulthood aged 18-25 years in Kupang City. Online shopping is a transaction process carried out through media or intermediaries in the form of online buying and selling sites or social networks providing goods or services traded.

Based on data obtained through the average score, it was found that based on gender, male students are more likely to do online shopping behavior with a score of 108.75 more than women, who have a score of 107.85. This is supported by the opinion expressed by Iswara (2019), who said that in Indonesia, men do online shopping more often, with a ratio of 54%: 46% compared to women. Andjarwati & Antika (2016), in their research, said that men do more online shopping behavior than women. Another study conducted by Putrie (2016) found that men are more motivated to buy fashion products online because men feel comfortable, easy, and practical. Men are more motivated to buy fashion products online because of the possibility that the prices on the website are lower than store prices so that they can attract male consumers to get the desired items with the same model but at cheaper prices.

Kotler (in Octaviani & Sudjarat, 2016) has several factors that influence consumer behavior, including psychological factors. This psychological factor is motivation, which is a need sufficiently stimulated to make someone seek satisfaction for his needs. This psychological factor is what drives a person to behave in online

shopping. Research by Harahap & Amanah (2018) says that trust, price, comfort, convenience, and availability are crucial for consumers in online shopping. Widiyanto & Prasilowati (2015) found that men do more shopping online. This is because of the attractiveness of posts, a marketing strategy that determines a person's decision to shop online.

Research conducted by Suprapti & Juarez (2020) on the influence of site quality and product knowledge on online purchase intention attitudes found that male consumers shop more online than women. Products usually purchased by men, such as computers and other electronic devices, are available and easily purchased online. In contrast, products that are usually purchased by women, such as food, home furnishings, and clothing, are not widely available in online stores. This causes women to prefer shopping in stores directly rather than online to enjoy shopping and physically evaluating products, such as seeing and feeling products before buying (Martiyanti, 2015).

Consumers with the male gender carry out online shopping behavior seen from the reputation of the company's good name or company image that greatly influences consumers in shopping online, where consumers see positive attitudes such as good service will reduce consumer worry about online transactions such as by giving a fast and friendly response, timely delivery of goods, delivery of goods according to order and ease of access (Widiyanto & Prasilowati, 2015).

Assegaff (2015), in the Theory of Reasoned Action (TRA), explains that behavioral intention refers to the willingness to take specific actions in situations that are determined by attitudes and behavior. TRA explains that individual intentions affect someone to behave in a certain way, such as the intention to do online shopping behavior. This means that students who want to do online shopping must have an intention in terms of shopping to get something they want.

Conclusion

Online shopping behavior in emerging adulthood in Kupang City is low because the hypothetical mean is higher than the empirical mean ($187 > 108$). Based on the results and discussions carried out, it can be concluded that online shopping behavior in emerging adulthood aged 18-25 years in Kupang City has a research sample of 381 people in the low category of 48 respondents, 274 respondents in the middle and 59 respondents in the high category. The categorization of online shopping behavior based on gender found that men were 2.37 times more likely to do online shopping behavior than women. Based on age category, respondents aged 22-25 were 3.65 times more than those aged 18-21.

Suggestions put forward in this study are for students and for further researchers, namely to pay more attention to online shopping behavior in terms of choosing goods, in terms of price, materials, and quality so as not to cause dissatisfaction in students because not all items sold online have excellent and satisfactory quality, then find out more and more about online shopping behavior and develop further research on online shopping behavior.

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