

## CONSUMPTION RATIONALITY OF ECONOMIC EDUCATION MASTER STUDENTS IN ONLINE SHOPPING

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### ABSTRACT

*Changes in shopping activities from offline shopping can now be done online, also happening in Indonesia. Online shopping activities in Indonesia have contributed to the GDP in Indonesia. With the convenience of shopping online, such as low prices, lots of discounts, and it can be done at any time, many Indonesian millennial generations like online shopping because they are interested in the convenience offered. Likewise, among students of Master of Economics Education, State University of Malang who like online shopping through the Shopee marketplace because they are interested in the promotional mix offered. However, the existence of a promotional strategy is feared to trigger students to act irrationally in shopping. As a student with good economic literacy, you should behave rationally in doing online shopping. Therefore, the purpose of this study was to analyze the rationality of Master of Economics Education students when shopping online at Shopee. This study uses a qualitative descriptive. Data were collected by in-depth interviews, observation, and documentation. Respondents were selected through a purposive sampling technique. The results of this study as a whole indicate that the Master of Economics Education students are quite rational in doing online shopping through the Shopee marketplace. Judging from their online shopping behavior, students prioritize buying goods to meet their needs and apply consumption strategies in online shopping to stay rational. When shopping online, students are driven by rational and emotional motives. Some considerations applied by Master of Economics Education students in making purchasing decisions when shopping at Shopee are the urgency of an item, price suitability, benefits, and quality. This study is expected to contribute to economics teachers to provide practices related to rational consumption.*

Keywords: consumption rationality, online shopping, master students, Shopee

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### INTRODUCTION

The development of technology in human life continues to develop so rapidly. The development of this technology provides changes in various aspects of human activities, one of which is consumption activities. This change in consumption activity is seen in the way people buy an item. Before the existence of technology, when we want to buy the goods needed we must visit the place that sells the goods. But after the development of technology, we can buy necessities only through gadgets that we have. According to what (Rungsisawat et al., 2019) (Ozkisi & Topaloglu, 2016) that the growth and evolution of technology and the internet make shopping activities can be done with just one click through electronic media or web media without having to interact directly.

The change in people's shopping patterns is also accompanied by the presence of the marketplace as an online shopping medium. A marketplace is a platform that offers products and services of numerous sellers, which can be bought by clients (Chen et al., 2019). The presence of this marketplace color the development of digital business in Indonesia. Because shopping is getting easier, many people choose to do shopping online because of the ease factor (Rahma Putri et al., 2017). In Indonesia, the marketplace has existed since 1999 but only to sell products and transactions are still done online offline. However, around 2007 a marketplace began to emerge that did online buying and selling transactions This is evidenced by data showing that the number of Indonesian e-commerce transactions reached 24.82 million online sales with a transaction value of 17.21 trillion and an increase in marketplace platforms in Indonesia (Badan Pusat Statistik, 2019). The phenomenon of digitalization in shopping activities through this marketplace does not close the possibility of having an impact on consumption patterns that are strongly related to consumer behavior.

Consumer behavior in making consumer decisions is divided into rational consumption and irrational consumption. Rational consumption activities are consumption activities that are still at reasonable limits taking into account the usefulness of not wanting, meaning that consumption activities are really to meet the needs. While consumer behavior that tends to be negative or irrational is excessive consumption outside the budget limits that make individuals tend to be consumptive people because of consumption activities outside their needs (Anggraeni et al., 2016) (Jumiati, 2010). That is, the ability to manage finances and wise decision-making is indispensable for a consumer when conducting consumption activities to avoid financial problems.

Rationality behavior in consumption should be owned by everyone, including students. As someone with high intellectuality, students are considered able to think critically, rationally, and deeply about something, including in carrying out their role as a consumer. On the other hand, as a generation that easily accepts change with this technology, not a few of the students that takes advantage of these changes by following the trend of shopping online. This is following the results of the study (Suyanto et al., 2019) show that the current generation in Indonesia prefers online shopping. According to the (Delafrooz et al., 2009) statement which states that the millennial generation likes online shopping because it can be done anywhere even when relaxing at home and more preferences of goods displayed than shopping through offline stores. This is in line with the characteristics of millennials who love practical things and can use everything on their smartphones. As explained (Cheng et al., 2018) that millennials are among undergraduate students who understand the technology and prioritize ease, speed, efficiency, and comfort.

Based on initial observations, found some postgraduate students of Economic Education who like to do online shopping activities through the *Shopee* marketplace application. As one of the marketplaces commonly used by students in online shopping, *Shopee* offers various attractive promos such as free shipping, cashback, and discounts in certain periods of the month. This promo period is utilized by students to shop to meet their needs and even desires. the existence of a marketing mix that

Students who take master's education certainly already have an academic degree in economics where educationally should be more understanding of rational consumption patterns. With sufficient economic literacy, it should not be affected by the lure offered because it has provided economic learning on how to manage good finances to avoid excessive spending and taught how one's attitude in making wise decisions in terms of consumption according to his needs so that he can consume rationally. The intensity of economic learning affects the reasonableness of consumption (Selang et al., 2015). Similarly, the results of the study (Indrianawati & Soesaty, 2015) stated that economic education influences student consumption activities. If the knowledge of economic education is well understood, then students can conduct consumption activities rationally and avoid consumptive behavior. In contrast to the results of (Arcidiacono, 2011) research, that consumers with higher education levels precisely have an unstable consumption attitude. The results of (Nokadianti, 2013) also showed that basic knowledge of economics does not influence the rationality of consumption behavior. The results of this study are very contrary to the research that has been described earlier.

This study has constructions: first, in the literature related to consumer behaviors, especially regarding rationality in online shopping. Second, provide input on the importance of being rational in shopping for students and consumers with various other levels of education to avoid impulsive shopping behavior.

## METHOD

This study uses a qualitative descriptive design. This study describes a phenomenon of online shopping behavior, especially in the rationality of consumption. This study is located in the Postgraduate Faculty of Economics, State University of Malang. The subject of this study is an active postgraduate Economics Education who often uses the *Shopee* app to shop online.

The instruments in this study are in-depth interviews, field notes, documentation, and some literature from articles, books, and thesis results that are relevant to the research topic. The observations in this study to obtain data on student consumption behavior activities. The interview that will be conducted in this study is an in-depth interview to explore information related to the rationality of consumption of undergraduate students who shop through the *Shopee* marketplace under interview guidelines. The data analysis techniques in this study use an analysis model (Miles et al., 2014) namely: data collection, data condensation, display data, and conclusion(see figure 1).

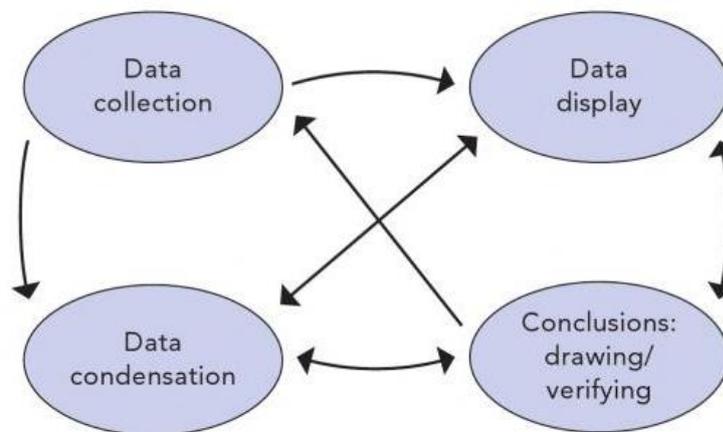


Figure 1. Data Analysis Interactive Model

Source: Adapted from Miles, Huberman, and Sadana (2014)

Based on the picture above, after collecting the data, this reduction is done by summarizing, selecting, searching for themes and patterns, and removing unimportant data from interviews and observations. The selected data shall be presented in the form of a description based on the information obtained. Make conclusions on the findings of the described data. For the results of this study to be perfect, the researchers examined the validity of the data, by triangulating the source

## RESULTS AND DISCUSSION

### Online Shopping Behavior Through *Shopee* Marketplace

The online shopping behavior of S2 Economics Education students through *Shopee* in this study was reviewed from the pattern of the fulfillment of needs and strategies in shopping. S2 Economics Education students shop at *Shopee* starting from two or even ten purchases in one month. Most of them buy items that are a priority according to their own needs such as food products, body care, and face. These items are purchased at *Shopee* regularly to meet their needs. S2 Economics Education students buy goods at *Shopee* in order of interest. In addition, students buy things to fulfill their wishes in *shopee*. Supported by the results of (Arcidiacono, 2011) that consumers with higher education levels have an unstable consumption attitude. This shows that the difference in the intensity of spending of S2 Economics Education students is due to differences in the fulfillment

of consumption needs. By the results of the study (Lim et al., 2016) show the influence between the intensity of shopping and online shopping habits. However, when reviewed from the intensity of online shopping of undergraduate students of Economic Education as a whole, there is a similarity that they use the *Shopee* application to buy skincare products. That is, they buy because to make ends meet not out of emotional desire.

In addition to its intensity, the shopping strategies applied by students also vary. Based on the results of the study, the shopping strategy applied by some students is to shop at a special time, such as during the promotion period (sale 1-1, etc) to get the goods at a low price. This is following the results of research (Bauboniene & Guleviciute, 2015) (Scarpi et al., 2014). During the promotion period, they will purchase the necessary items, where they have been stored in a shopping cart beforehand. As for those who do not have to wait there is a discount to buy goods at *Shopee*.

In addition, the shopping strategy implemented by S2 Economics Education students when shopping at *Shopee* is seen in financial management so that they can shop at *Shopee* to meet their needs. Students apply economic education in their shopping activities by setting aside pocket money received from parents as a budget used for shopping at *Shopee*. It aims to keep students able to do consumption activities using *Shopee* without interfering with other consumption activities. By the statement financial literacy might have a heterogeneous impact on the underlying mechanism of consumer decisions (De Beckker et al., 2021). So, we can conclude that the Master of Economics Education students are quite rational in doing online shopping through the *Shopee* marketplace.

### College Motives in Online Shopping at *Shopee*

In shopping online of course some certain motives or reasons encourage us to make purchases. Consumer behavior has rational and emotional motives. Consumers who act rationally are consumers who are careful in choosing and making alternative choices to provide excellent satisfaction for them and make objective considerations. In contrast to rational motives, consumers who have emotional motives in consuming goods will make subjective considerations for example because they want to be an example, lifestyle, or status (Schiffman & Kanuk, 2000). The shopping motives were classified into three categories ie utilitarian, convenience, and hedonic motives. The utilitarian motive is the motive for doing shopping because it is influenced by discounts, personal effects, membership, product quality, rational price, and product variety. The utilitarian consumer is characterized as a rational consumer whose buying decision pivots around saving money and ease of purchasing. Convenience motives are the motive for doing shopping because it is influenced by perceived ease of use. While the hedonic motive is a shopping motive driven by status, branded products, ambiance, relief stress, enjoyment, mood improvement, hobby, exercising, store reputation, and new trends.

Based on the focus in this study, the results showed that in shopping online at *Shopee*, students are based on rational and emotional motives. This is evidenced by their habit of buying because to fulfill the primary needs or routine needs that have been exhausted, such as buying skincare, shampoo, and foodstuffs. In addition to buying useful items, S2 Economics Education students also buy goods because of emotional motives. Based on the results of the study, undergraduate students of Economic Education sometimes buy goods without any logical considerations. This happens because they are interested in buying funny items, following others, and items at low prices without thinking about the needs of those items before buying. According to the study (Ozen & Engizek, 2012) which says that the online consumers are also convinced for shopping impulsively when there are sales and discounts. This is also in accordance with research findings from (Sane & Chopra, 2014) that hedonic and convenience motives play a role in doing online shopping.

### Student Decision Making in Online Shopping at *Shopee*

Each consumer will apply some considerations before making a consumable decision. Environmental influences and individual differences influence consumers in seeking information, evaluating alternative options so that they will eventually give the decision whether to buy or not (Khusaini et al., 2019). Certain considerations in buying goods at *Shopee* are also applied by S2 economics education students. When buying goods at *Shopee*, postgraduate students of economic decide to buy goods in the order of interests needed or become a priority first and then make decisions on the goods according to the budget available. They will think about the level of need to be purchased. According to the results of (Hejase et al., 2018) where 81% of respondents thought about the benefits of the product before buying goods.

In addition to its importance, the consideration used to decide to buy goods in *Shopee* is in terms of price, benefits, and quality. Based on the results of the study, S2 Economics Education students use the price as a determinant of purchasing decisions. According to (Anastasia, 2015) which shows that financial factors can affect the purchasing decision. They will look for goods by comparing prices from several stores and looking for a cheap price in *Shopee* because it adjusts to the budget. In accordance with (Khusaini et al., 2019) (Antwi, 2021) (Albari & Safitri, 2018) that price level had a significant positive effect on repurchase intention. Rational price assessment is when you can compare prices of the same product or service in different stores (Bauboniene & Guleviciute, 2015).

Postgraduate Economics Education students also consider the quality of an item before making a purchase decision. According to (Rausch et al., 2021) that quality has a higher relevance for consumers in making purchasing decisions, especially in purchasing fashion products. To see the quality of goods purchased, students see the results of consumer reviews and ratings given by some consumers to stores in *Shopee* with a good rating from consumers, they consider the product has good quality and influence student purchasing decisions. In accordance with the results of the study (Helversen et al., 2018) that consumer ratings will affect one's choice in deciding a purchase. The students of Economic Education will also buy goods of good quality even though the price offered is more expensive, as long as it is still in accordance with the budget. According to some students of Economic Education, good quality goods certainly have a long resilience, so that by spending more money, the purchased goods can be used for a long period and do not spend the money back shortly.

Based on the considerations made in deciding to buy goods in *Shopee* can be concluded that students S2 Economic Education are quite rational because they can balance everything felt both profit and loss before deciding to buy goods (Schiffman & Kanuk, 2000)

## CONCLUSIONS

Based on the results of the study, the behavior of post-graduate Economics Education students is reviewed from the pattern of meeting needs and the shopping strategy can be said to be rational. In meeting needs, students prioritize their needs. Postgraduate Economics Education students apply the economic education obtained by implementing a financial adjustment strategy to buy goods so that they do not exceed the budget that has been allocated. Student's motives in shopping at *Shopee* are divided into two motives, In addition to motive in buying goods in *Shopee*, postgraduate students of Economic Education conduct rational considerations such as price adjustment, benefits, and quality.

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