

Identification and Shopping Behavior Analysis in S-Commerce (Study on University Students in Banda Aceh)

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Abstract: The increasingly development of internet technology has given many changes to daily activities, including business development. The increasing number of internet and social media users is one reason for the emergence of new concepts in electronic commerce called social commerce (s-commerce). However, the limitation of online shopping behavior is the lack of understanding of sellers on the characteristics of consumers in s-commerce. The purpose of this study was to identify and describe characteristics (profiles), shopping behavior and certain characteristics of consumer commuters in Banda Aceh. Observations in this study are university students in Banda Aceh, Aceh, Indonesia. Data obtained from questionnaires and getting 338 questionnaires that can be analyzed. The method of analysis in this study is descriptive analysis and cross tabulation with SPSS version 22.0. The results of this study found the majority of consumers are from Unsyiah, female gender, age > 18-23 years, income per month < Rp1,000,000,000, source of income are from parents/guardians, spending per month > Rp1.000.000, shopping expenses on s-commerce per month is < Rp300,000, most commonly used social media for shopping is Instagram, and the most frequently purchased products are clothing and accessories.

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I. Introduction

Over the time, the development of e-commerce in Indonesia brought a new concept of social commerce (s-commerce). Social commerce can be defined as trading activities mediated by social media. Another understanding explains social commerce as a combination of e-commerce by utilizing social media as a platform to facilitate the sale and purchase of products and services (Kim & Park, 2013). The ability of social media to reach the market widely, quickly and cheaply, is believed to provide great opportunities for individual and corporate sellers to expand the consumer base, increase sales and reduce marketing costs incurred. Regardless of the social media used in business development, individual or corporate sellers also have a high risk in developing their business through social media because of the large strength of customers (Zhou, Zhang, & Zimmwemann, 2013). The number of social media users from ages that can be said to be among university students, makes many sellers make students as the target market of their sales.

The limitation that arises is the seller's understanding of the characteristics of consumers in s-commerce (Rimayanti, Rummyeni, & Lubis, 2016). Thus it is seen that individual and corporate sellers as marketers are important to know the characteristics and behavior of university students as the majority of social media users as a consumer base. This condition is based on the profile and behavior of university students as the majority of social media users is a fundamental thing that must be known by sellers to carry out marketing strategies through social media.

II. Research Methods

Location and object of research

As a research location to obtain data, researchers conducted direct research on university students in Banda Aceh, Aceh Province, Indonesia. The object in this study is the characteristics and behavior of university students as s-commerce consumers in Banda Aceh.

Types and methods of research

This research is a descriptive study, the results of which will explain certain characteristics or functions that are useful to help make decisions in determining, evaluating, and choosing the best alternative actions in a situation. The research method used in this study is a survey research method.

Sample

The sample in this study were 338 university students from state and private universities in Banda Aceh. The selection of research subjects is university students based on the reason that the majority of social media users are in the age range from 18-25 years. Furthermore, the sample is determined by using a non-probability sampling type of purposive sampling.

Data collection technique

Data collection in this study was carried out with three mutually supportive techniques to sharpen data analysis. Data collection techniques or research instruments used are using questionnaires, interviews, and documentation.

Data analysis technique

The data collected in this study will then be analyzed using descriptive analysis methods and cross tabulation analysis. The purpose of conducting descriptive analysis is to convert a set of raw data into a form that is easier to understand in the form of more concise information (Arikunto, 2010). This method is used to describe data collected without intending to make conclusions that apply to the general or generaliation (Sugiyono, 2014). In this study, descriptive analysis was used on the results of respondents' data based on profiles, demographics, and behavioral data on s-commerce. Furthermore, cross tabulation analysis (crosstab) will be carried out on demographic variables, such as gender, university origin, income, online shopping expenses, shopping frequency, and several other variables using the cross tabulation method. This analysis technique is carried out to see or compare the relationships between variables (Sugiyono, 2014). In conducting crosstab analysis, researchers used the help of SPSS version 22.

III. Result

A. Descriptive Analysis

Of the 338 data obtained during 3 months of distributing questionnaires to students in the city of Banda Aceh, some information was obtained. In summary, there are seven information related to respondents' demographics. *First*, based on the university's origin, respondents from Syiah Kuala University (Unsyiah) were 43.5%; Ar-Raniry State Islamic University (UINAr-Raniry) 16%; Muhammadiyah University (Unmuha) 32%; SerambiMekkah University (USM) 5.3%; and others 3.3% from Abulyatama University, Ubudiyah University, and AMIKI. Respondents from Unsyiah and Unmuha dominated the research. *Second*, based on sex, male respondents are 38.5%; and women 61.5%. Female respondents are dominated from male respondents. *Third*, based on age, respondents ages ≤ 18 years were 6.5%; $> 18-23$ years 73.7%; and >23 years 19.8%. Respondents ages $> 18-23$ years are dominant than other ages. *Fourth*, based on income per month, respondents who have an allowance of $<Rp1,000,000$ are 47%; $Rp1,000,001 - Rp1,500,000$ as much as 28.7%; $Rp1,500,001 - Rp2,000,000$ 10.1%; and $>Rp2,000,000$ 14.2%. Respondents who have allowance $>Rp1,000,000$ are dominated more than others. *Fifth* is based on source of income, respondents whose source of income is from parents / guardians is 71%; business 4.7%; 0.9% from investment; have a job 21.3%; and others 2.1%. The source of income from parents / guardians dominated more than other sources of income. *Sixth*, based on monthly expenditures, respondents with monthly expenditure of $>Rp1.000000$ as much as 48.2%; $Rp1,000,001 - Rp1,500,000$ as much as 36.4%; $Rp1,500,001 - Rp2,000,000$ 8.6%; and $>Rp2,000,000$ as much as 6.8%. Respondents who spend $>Rp1.000,000$ per month are dominated than others. *Last*, based on shopping expenses on social media, respondents who spend on s-commerce $<Rp300,000$ as much as 73.4%; $Rp. 300,001 - Rp. 600,000$ 19.2%; $Rp. 600,001 - Rp1,000,000$ 5%; $> Rp1,000,000$ 2,4%. Expenditure shopping at s-commerce for $<Rp300,000$ more dominated than others.

Next is the respondent's information in the form of usage and behavior towards s-commerce. *First*, respondents who use social media to interact with others for ≤ 1 year are 8.9%, $>1-5$ years are 46.7%, $>5-10$ years are 36.7%, and >10 years are 7.7%. Most respondents using social media to interacting with others for $>1-5$ years. *Second*, those respondents using social media to shop (s-commerce) for ≤ 1 year are 51.2%, $>1-5$ years are 43.2%, $>5-10$ years are 5%, and >10 years are 0.6%. Most respondents who use social media to do s-commerce for ≥ 1 year. *Third*, the social media used to interact with others are Facebook for 10.4% respondents, Instagram for 57.7%, Youtube for 4.4%, and others (Whatsapp, LINE, Twitter) for 22.2%. So the most used social media among university students in Banda Aceh is Instagram, and then Whatsapp. *Fourth*, the social media they used to do s-commerce is Facebook for 10.4%, Instagram for 56.5%, Youtube for 1.8%, and others (Whatsapp, LINE, Twitter) for 31.4%. So again, Instagram is the most used social media to do s-commerce among university students in Banda Aceh, and followed by Whatsapp. *Fifth*, the frequency of the respondents to shop through s-commerce in last 3 months are 1-3 times for 82.2%, 4-6 times for 13.3%, 7-9 times for 2.7%, ≥ 10 times for 0.8%. Therefore, most university students in Banda Aceh shop through s-commerce in last 3 months for 1-3 times. *Fifth*, the product that respondents bought in s-commerce are clothing and accessories for

65.4%, cosmetic and skin care for 12.7%, electronic stuff for 7.4%, and others (books, food) for 14.5%. Therefore, clothing and accessories are the most bought products in s-commerce among university students in Banda Aceh. *Sixth*, the main reason respondents shop through s-commerce is because the price is cheaper (38.2%), easier to do (29.3%), the products are more interesting than the conventional shop (22.8%), and interaction with sellers can be intimately and intensely established as friends (9.8%). So most respondents choose cheaper price as the main reason they choose s-commerce. *Seventh*, however, the reason they get interested in a product in s-commerce might be different. Respondents easily interested in a products when the price is cheap (37.9%), because the products hardly to find in nearest store (42.9%), because of the promotions doing by the sellers or celebrity who endorse (15.7%), and other reason like free delivery (3.6%). So most respondents said that they get interested to a product in s-commerce mostly if the product hardly to find in nearest store. *Eight*, on choosing where to shop in s-commerce, 15.4% respondents saying that they only bought from a seller they known. 34.6% respondents saying that they only bought from sellers that recommended by their friends or celebrity. 49.7% respondents saying that it doesn't matter from which seller as long as it is trusted. 0.3 respondents saying he only bought from the official social media account of the products. Therefore, we know that most university students in Banda Aceh doesn't have a specific requirements to choose where to shop in s-commerce, as long as it is trusted. *Last*, to know whether s-commerce are the main choice for university students in Banda Aceh, from the data obtained known that 21.3% respondents choose s-commerce as their main choice to shop, 44,1 % respondents saying that they only bought from s-commerce occasionally, for example if they can't do activities outside their home, 33.7% doesn't choose s-commerce as their first choice to shop and usually finding products they needed in nearest store, and 0.9% saying it depends on the product they want to buy. So we know that most university students in Banda Aceh doesn't choose s-commerce as their first choice to shop and usually finding products they needed in nearest store.

B. Cross-Tabulation Analysis

1. University Origin –Shopping Frequency in S-Commerce - Expenses on S-Commerce

The results of the cross tabulation analysis shows that of all respondents from universities in Banda Aceh, the majority of them shop in s-commerce as much as 1 to 3 times in the last 3 months. As for expenses in s-commerce, the majority of respondents spent \leq Rp.300,000 per month. However, there are some students who come from Unsyiah who have expenditure to spend on s-commerce in the amount of Rp600,001-Rp1,000,000 and more than Rp1,000,000. It is suspected that Unsyiah students were more hedonistic when compared to students from other universities in the city of Banda Aceh because they allocated more than Rp500,000 per month to shop at s-commerce.

2. University Origin –Shopping Frequency in S-Commerce - Products Often Purchased in S-Commerce

Based on the results of the cross tabulation analysis, it is known that the majority of respondents from universities in Banda Aceh have been shopping in s-commerce 1 to 3 times in the last 3 months. Products that are most often purchased by respondents are clothing and accessories. This can happen because clothing and accessories are important attributes for young consumers (university students) who are assumed to be very attentive to appearance and happy to follow trends. This is also proven by the following products that are often purchased are skin care products, so the assumption that the category of young consumers (university students) pay attention to their appearance is becoming increasingly believed. The most respondents who choose clothing and accessories as the most frequently purchased products in s-commerce come from Unsyiah. Likewise for the category of cosmetic products and skin care, most respondents came from Unsyiah. This result is in accordance with the public perception which states that Unsyiah students are more fashionable and care about appearance and are happy to follow trends when compared to student respondents from other universities in Banda Aceh.

3. Income–Shopping Frequency in S-Commerce - Reasons to Shop at S-Commerce

The results show that the majority of respondents from the universities in Banda Aceh have an allowance of $<$ Rp1,000,000, and they shop at s-commerce mainly because of the consideration of low prices, and the majority of respondents shop as much as 1-3 times in s-commerce over the past 3 months. From this it can be seen that university students in the city of Banda Aceh are middle class respondents because the majority have income for $<$ Rp1,000,000. This relatively small allowance causes them not to shop too often (only 1-3 times in the last 3 months), and they like s-commerce as a place to shop because of cheap prices. The price of goods/services sold in s-commerce can be cheaper because sellers in s-commerce can easily reduce their operating costs due to the free platform given. Even businesses in s-commerce may be able to reduce operating costs cheaper than some e-commerce sellers because some of the pages used by e-commerce are paid. This certainly has an impact on the ability of businesses in s-commerce to be able to reduce their operating costs and can sell products/services cheaper.

4. University Origin- Income - Expenses on S-Commerce

The majority of respondents from universities in Banda Aceh have an allowance of <Rp.1,000,000 per month. With this allowance, the majority of respondents have expenditures on s-commerce<Rp.300,000. From this it can be seen that the majority of university students in Banda Aceh do not have too much purchasing power, so if a s-commerce business wants to sell products/services it should be at an affordable price range for their income. In addition there are also expenses for spending on s-commerce>Rp. 1,000,000, which come from Unsyiah and USM students and it is relevant with their monthly allowance of >Rp. 2,000,000.

5. University Origin - Income–Source of Income

The majority of respondents from universities in Banda Aceh have an allowance of <Rp.1,000,000 per month, and the majority of the income comes from parents/guardians. This shows that there is a high dependence between respondents and other parties as a source of income, so that the other party (in this case parents/guardians) indirectly is an important factor in respondents' shopping behavior. It can also be seen that the majority of respondents from Unsyiah have their parents/guardians as their source of income, and some of them have a monthly allowance of over Rp1,000,001 even >Rp. 2,000,000. From this it can be concluded that the majority of respondents from Unsyiah have a high dependence on other parties (parents/guardians) for their source of income, and some of them come from middle to upper class families. While students who are not too dependent on outsiders related to the source of income because they already have a job, majority are from Unmuha.

6. University Origin - Expenses in S-Commerce - Products/Services Often Purchased in S-Commerce

The majority of university student in Banda Aceh have shopping expenses of <Rp300,000, and the products most often purchased by them in s-commerce are clothing and accessories. From this it can be seen that clothing and accessories that are often purchased by students in the city of Banda Aceh are not those from brands classified as upper class (expensive brand). From this it can be seen that the character of university students in Banda Aceh in general are not too concerned with famous brands, and they tend to buy clothes and accessories only follow the trends. However, there are some students who come from Unsyiah who have expenditure to spend on s-commerce in the amount of Rp.600.001-Rp.1,000,000 and more than Rp1,000,000. It is suspected that Unsyiah students tend to be more hedonistic when compared to students from other universities in Banda Aceh because they allocate more than Rp500,000 per month to shop at s-commerce. Products from well-known brands at expensive prices can be one of the things that can consider buying when shopping.

7. University Origin– How Long Using Social Media–How Long Using S-Commerce

The results show that the majority of university students in Banda Aceh have used social media to interact with others for the past 1-5 years. However, the habit of shopping at s-commerce majority of them do less than 1 year. From this we can assume that although social media has long been owned by the majority of university students in Banda Aceh (> last 1-5 years), the tendency to use s-commerce to shop among university students in Banda Aceh has not been long. Only a portion of the respondents, mostly from Unsyiah, who have been around for a long time (> 1-5 years) and have used s-commerce to shop during that time also.

8. University Origin - Social Media Frequently Used for Social Interaction - Social Media Often Used for S-Commerce

From the results of the analysis it is known that social media that is most often used to interact socially as well as social media that is often used for shopping is Instagram. Besides Instagram, the second choice of social media that university students often use for social interaction is Whatsapp, and the second choice of social media that students often use to shop is also Whatsapp. Unsyiah students are known to be the majority of students in Banda Aceh who have Instagram accounts, but Unmuha students are the majority of students in Banda Aceh who choose Instagram as the social media where they shop.

9. Income - Reasons to Shop in S-Commerce - Reasons for Interested to a Product/Service in S-Commerce

The majority of university students in Banda Aceh are known to have a monthly allowance of <Rp1,000,000. The majority of university students in Banda Aceh make consideration of cheaper prices as a reason they shop at s-commerce. The selection of cheaper prices as the main reason they shop in commerce can certainly be caused by the relatively small amount of income, so that students are more interested in shopping in places that sell products/services at lower prices, and this is possible for sellers in s-commerce because the business operating costs are not too high. However, the main reason for university students interest to a product/service that they see when surfing on social media is not because the product/service is sold at a lower price. Most of them get interested if the product/service is difficult to find in a shop around them. From this it

can be assumed that the young customer character who likes products/services that different from their friends dominates here as the reason they shop.

10. Products Often Purchased in S-Commerce - Social Media Frequently Used for Shopping - Selection Criteria for Shopping Places

From the analysis, it is known that the product most often purchased in s-commerce by respondents is clothing and accessories, and social media that is often used by them to shop is Instagram. As for choosing an Instagram account, the majority respondents don't have certain criteria, such as accounts that are known or owned by Instagram celebrities. Any Instagram account can be chosen by them as a place to shop as far as the account assures (arises a sense of trust) for them.

11. University Origin - Products Often Purchased in S-Commerce –Choosing S-Commerce as a Main Shopping Place.

The majority of university students in Banda Aceh choose clothing and accessories as the products they buy most often in s-commerce. However, the majority of them do not automatically make s-commerce as their main choice for shopping. The majority of respondents only shop at s-commerce at a certain time, such as when they cannot have activities outside their home. Most respondents from Unsyiah, Unmuha, UIN Ar-Raniry, and others majority do not choose s-commerce as their main choice when shopping.

IV. Conclusion

Conclusion

The characteristics of consumers in this study consisted mainly of Unsyiah students, female gender, age > 18-23 years, monthly allowance ≤ Rp1,000,000, source of allowance from parents/guardians, monthly expenditure <Rp1,000,000, and shopping expenses in s-commerce <Rp300,000. Shopping behavior of s-commerce consumers is that the majority of consumers have used social media for > 1-5 years. They have been using s-commerce to shop for <1 year. The majority uses Instagram as social media to interact with others. Most of them also use Instagram to do s-commerce. Most of the respondents have frequency to shopping through s-commerce 1-3 times in the last 3 months. Clothing and accessories dominate as a product that most respondents buy when shopping at s-commerce. Cheaper prices are the main reason that dominates to shop through s-commerce. Products/services that are difficult to find in stores around dominate for main interest in items sold in s-commerce for purchase. There is no specific criteria in choosing a shopping place in s-commerce, as long as they convinced that it is trusted. Most respondents shop at s-commerce only at certain times.

Unsyiah students are concluded to be more hedonistic, fashionable, and caring about appearance when compared to students from other universities in Banda Aceh because they allocate more fees per month than other university students to shop at s-commerce, especially for clothing and accessories, also for cosmetics and skin care products. The majority of respondents from universities in Banda Aceh have an allowance of <Rp1,000,000 and have expenditure to spend on s-commerce as much as <Rp300,000 per month in s-commerce. The majority of them shop 1-3 times on s-commerce in the last 3 months. The majority of university students in Banda Aceh shop at s-commerce mainly because of cheap price considerations. It was concluded that the majority of university students in Banda Aceh did not have too much purchasing power, so that if s-commerce businesses wanted to sell their products/services they should be at an affordable price range for their income. There is a high dependence between respondents and other parties as a source of income, so the other party (in this case parents/guardians) indirectly become an important factor in respondents' shopping behavior. The products most frequently purchased by university students in Banda Aceh are clothing and accessories. Because of the consideration of the amount of income and the amount of expenditure, clothing and accessories that are often purchased by university students in Banda Aceh are not those originating from brands classified as upper class (expensive). Although social media has long been owned by the majority of university students in Banda Aceh (> 1-5 years ago), the tendency to use s-commerce to shop among university students in Banda Aceh has not been long (> 1 year). Social media that is most often used to interact socially as well as social media that is often used to shop is Instagram, and next is Whatsapp. One thing in common between this two social media is the "story" features that allowed users to post things and will be automatically deleted within 24 hours. The majority of university students in Banda Aceh are interested in buying product/service in s-commerce if the product/service is difficult to find in a nearby shop. The products most often purchased by university students in Banda Aceh in s-commerce are clothing and accessories.

Suggestion

S-commerce businesses can implement price strategies and the selection of unique products/services that are not sold offline to attract consumers from among university students. In addition, clothing and accessories products are the things that s-commerce businesses can consider selling because it is most sought after by university student consumers in s-commerce. The price range of products sold should not be too expensive.

Because of many university student in Banda Aceh use Instagram and Whatsapp as their main social media and also choose Instagram and Whatsapp to shop for s-commerce, sellers in s-commerce can consider selling their products/services there. The product/service should be unique and cannot be easily found around in the shop nearby. Lastly, s-commerce businesses must maintain credibility and build consumer trust so that consumers can choose to shop at them.

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