

Research Article

Critical Issues Digital Natives and E-Market Consumption

Emma Yunika Puspasari

Department of Development Economics, Faculty of Economic and Business, Universitas Negeri Malang, Indonesia

ORCIDEmma Yunika Puspasari: <https://orcid.org/0000-0002-4565-9322>**Abstract.**

The Javanese proverb “*yen pasar ilang kumandange*” describes real market conditions that have been disrupted by technology, such as the internet. In East Java, internet growth has developed rapidly, so that the number of internet users is increasing every year. The internet has become a basic need and cannot be separated from one’s everyday life. This is because the internet makes everything easy for its users, for instance, online shopping. Before the trend of online shopping, shopping activities were usually carried out in physical markets in the sense of conventional markets, between sellers and buyers making transactions offline, but since the advent of the internet, this culture has shifted to online shopping. This research was designed in an exploratory research scheme with an interpretative qualitative approach. Researchers explore information derived from experience, knowledge, understanding, and views using a type of qualitative research. The study uses a realist ethnographic inductive approach. Realist ethnography is an ethnographic approach that describes the situation and conditions of the culture of the informants. Moreover, two analytical methods were used – the Miles & Huberman model data analysis method and the data analysis model method from Spradley. Based on the data obtained, five themes were found from the motives behind making purchases on the marketplace. These themes include the vast variety of goods that are sold online, effective and efficient use of time, more affordable prices, there is a review feature, and services provided by the marketplace. Besides, the purchase motives made by students can be classified into two – Utilitarian motives and Hedonism motives.

Keywords: digital natives, consumption product, existence marketplace

1. Introduction

Talking about the latest people’s markets, according to the Javanese proverb “*yen pasar ilang kumandange*”. This proverb describes real market conditions which have been disrupted by technology. The development of this technology makes it easy for people to carry out mobility in everyday life, one of which is through the internet. In East Java, internet growth has developed rapidly, so that the number of internet users is increasing from year to year. The internet itself cannot be separated in everyday life or is a basic need, this is because the internet makes it easy for its users, one of which is used for

Corresponding Author: Emma
Yunika Puspasari; email:
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online shopping. Before the trend of online shopping, shopping activities were usually carried out in physical markets in the sense of conventional markets, between sellers and buyers making transactions offline, but since the advent of the internet, this culture has shifted to online shopping. In addition to the existence of the internet, support from mobile users is a support for online shopping habits. increasingly high mobile users can become a great potential in online shopping (Maulana, 2020). In its development, the number of consumers doing online shopping in the last three has increased. According to the director of Nielsen Indonesia, there will be 32 million consumers who choose to shop online in 2021. This number increased by around 88% when compared to the previous year which was only around 17 million people. The increase in shopping done online was due to internet usage in Indonesia increasing by 32 percent, from only 34 million to around 45 million people.

Online shopping itself is an activity of buying and selling transactions carried out through online media intermediaries. Now online shopping has become a habit that is almost done in everyday life. Apart from fulfilling daily needs, the habit of online shopping has turned into a hobby (Harahap, 2018). Online shopping itself feels easier because apart from transactions being carried out online via a smartphone, the items ordered will be sent to your home without having to meet with the seller. Online shopping activities are carried out by all groups, from teenagers to adults, but in this case, online shopping for Gen Z or the millennial generation is the most prominent user (Rozi, 2020). In Malang there are quite a lot of marketplaces. According to similar web data as of August 2022, Shopee is one of the first ranking marketplaces that is frequently visited in Indonesia, followed by marketplace companies Tokopedia, Lazada, Blibi and other marketplace companies. However, as technology develops, a marketplace that is loved by people in Indonesia, namely Tiktokshop, begins to appear. In Indonesia, the use of tiktokshop is no stranger, this is because the current generation is very fond of (Handayani, 2022) even though this application was born in 2018, this application has been able to skyrocket and is ranked in the top 10 positions in several countries in the world including China, Korea and Indonesia.

There is a shift in activities in shopping, making digital innovations that make online buying and selling places also growing. Digital innovation as a shopping medium offers types of goods such as fashion, beauty products, household appliances, food, and daily necessities products equipped with various payment methods to make it easier for sellers and buyers. This innovation is commonly known as a marketplace. Marketplace itself is an information system about prices, products, and is able to complete transactions through electronic communication channels and covers a wide

range (Marco, et.al. 2017). In Indonesia, the use of marketplaces is no longer foreign, this is because the current generation is very passionate about digital innovation. In fact, marketplace users have been benefited by various groups, ranging from teenagers to adults. The convenience of digital innovation, such as the marketplace, has led to a rise in consumer culture. The existence of this culture has resulted in some students being hedonic and irrational, because they shop because they are based on pleasure and do not sort out what is needed and what is not needed. Based on preliminary studies conducted in the field, it is known that the existence of a marketplace is used as a buying and selling medium. They tend to fulfill their life needs, starting from fashion, makeup tools, stationery for college needs, even to food, they shop online. In making a purchase there are several motives behind the purchase on this marketplace. However, currently the existence of the marketplace is not only a medium of buying and selling. Currently, the marketplace has developed other features, such as the gamification feature, and the video feature. So that the existence of these features makes the usefulness of the marketplace wider.

2. Literature review

Consumer behavior is an analysis of the behavior of an individual, group, or organization in deciding, consuming, and utilizing experiences, ideas, services or goods to fulfill individual wants and needs (Kotler & Keller, 2019). Consumer behavior can be interpreted as an activity where actors play a direct role in obtaining, spending, and consuming goods and services, which are included in the initial process of decision making (Setiadi, 2015: 2). Based on this understanding, in simple terms consumer behavior can be defined as activities played by actors, both groups, individuals and organizations related to the process of deciding, searching, buying, and consuming goods and services. According to Kotler and Keller there are factors that impact on consumer behavior including psychological, social, cultural, and personal factors.

Consumer motivation is a stimulus from within a person to make decisions in achieving their goals, namely meeting their needs. In his research, Santoso & Purwanti (2013) explained that consumer motivation is a motor or encouragement that comes from within a person to do and obtain a goal. According to Adidarena, et.al, (2022) there are two categories of motives that can give encouragement to someone in making a purchase transaction, namely emotional motives and rational motives.

Marketplace is a form of online business platform where sellers and buyers can gather and sell a wide variety of products without having to meet directly with consumers, so

that buying and selling activities can be more effective and efficient. According to Yustiani et.al in his research (2017) Marketplace can be interpreted as a transaction platform for online businesses that offers digital methods to facilitate profitable transactions between sellers and buyers. If in e-commerce there is only one seller with a single product type, then in the marketplace there are many sellers and various products are sold. Marketplace types are divided into global, horizontal, pure, vertical, and consignment marketplaces. Examples of the marketplace itself are Shopee, Tiktok shop, Tokopedia, OLX, etc.

3. Methodology

This research was designed in an exploratory research scheme with an interpretative qualitative approach. Researchers explore information derived from experience, knowledge, understanding, views he approach used in this research uses a type of qualitative research, where this research can clearly describe the conditions that actually occur in the field. in this research uses a realist ethnographic inductive approach. Realist ethnography is an ethnographic approach that describes the situation and conditions of the culture of the informants. This description was obtained directly and objectively based on information from informants when conducting research in the field and presented using a third-person perspective. The purpose of this research is to analyze how the existence of the use of the marketplace for Bachelor of Economics Education Students class UM shop at the marketplace. The subjects of this research are Bachelor of Economics students UM. The sampling itself was carried out using a purposive sampling technique, because there were limitations to the research, the sampling was continued with the snowball sampling technique. In collecting data in this research obtained from various sources. The data collection itself was carried out using several techniques, namely observation and preliminary studies, structured interviews, semi-structured interviews, documentation, literature studies, and internet searching. Analysis instruments and techniques in this research adopts 2 analytical methods, namely the Miles & Huberman model data analysis method and the data analysis model method from Spradley.. Configuratively, the researcher describes scheme of exploratory studies as shown in Figure 1 below.

Researchers analyzed research data by classifying data according to the target problem, checking, editing and tabulating adapted to primary and secondary data, the next stage was to interpret the data from FGD results with this research informant by considering the mix and distribution of primary and secondary data.

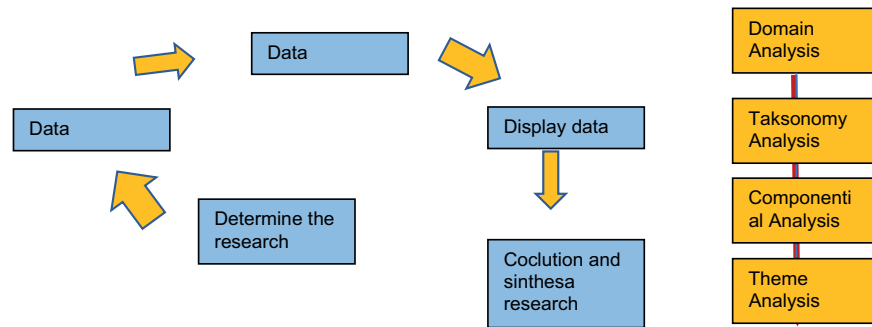


Figure 1: Mile Huberman and Spradley adaptation. Source: The articulation of researcher in 2022.

4. Results and Discussions

Based on the domain that has been obtained from the preliminary study activities, it has been found that the results of the preliminary study are in the form of digital native relationship domains and the existence of marketplace utilization. Based on this concept, the researchers mapped it into two, namely, the existence of using the marketplace for Bachelor of Economics Education Students class of 2019, State University of Malang and the motives behind S1 Economics Education Students class of 2019, State University of Malang, shopping at the marketplace.

Furthermore, the taxonomic analysis of this research is to make in-depth observations of the domains that have been obtained previously. In this analysis the researcher categorizes and breaks the domain into sub-domains. From this analysis, data were obtained in the form of (1) The existence of marketplace utilization for Bachelor of Economics Education Students class UM of Malang, which can be categorized into shopping media and entertainment media. (2) The motives behind batch of Economics Education Students UM shopping at the marketplace can be grouped into several categories, namely more effective and efficient, more and more varied goods, services provided by the marketplace, more affordable prices, and There is a review feature.

Componential analysis in this research was carried out by conducting in-depth interviews both structured and semi-structured to predetermined respondents. Whereas in the analysis of cultural themes, namely connecting between domains that have been analyzed to form a holistic whole to find a complete and comprehensive picture in accordance with the focus of research that has been determined previously.

The idea that encourages to respond in fulfilling this need is called a motive. It is the same as what students do, in making purchases each student has different motives

in making purchases on the marketplace. Based on the data obtained, five themes were found from the motives behind making purchases on the marketplace. These themes include goods that are sold more and more varied, effective and efficient, more affordable prices, there is a review feature, and services provided by the marketplace. From the purchase motives made by students can be classified into two, namely as follows:

Utilitarian motives and Hedonism motives

Utilitarian motives are shopping motives that are carried out to meet urgent needs and obtain functional benefits from these goods. This motive becomes the main motive in making a purchase. The themes of the utilitarian motives include the following:

The first theme is Effective and efficient. Effectiveness and efficiency are the main motives for making a purchase on the marketplace. Purchasing activities online through the marketplace can make it easier for students to meet their needs, because students don't need to come to the store in person. If the store only sells similar products, the user does not need to move from one store to another. According to Harahap (2018) also said that the online shopping process is carried out using the internet, so that the time spent shopping is more economical and efficient. The results of this study are also in line with the findings of Veza (2019), which states that the marketplace has several advantages that make it easier for consumers. These advantages such as saving time and making it easier when comparing prices. When comparing prices on the marketplace, you can say it's quite easy, because it's enough to open an official seller account. However, if you compare prices in stores directly, you have to move from one store to another. Thus, making purchases on the marketplace feels more effective and efficient

More economical prices become the second theme of the purchase motive. When compared to physical stores in general, the prices of products sold on marketplaces are more economical. Based on research findings from Mita et.al, (2021) it shows that selling prices affect purchases. The findings of this study are also in line with research from Fandi, Arifin, & Hufron (2019), where a person will consider price before making a purchase. So that if the price is more affordable then the interest to make a purchase is even greater. It's the same as Bachelor of Economics students who consider price before making a purchase on the marketplace. Generally, in the marketplace, goods that are sold directly come from manufacturers without going through distributors, making these goods cheaper than shop prices. In contrast to physical stores that require a second party or distributor which makes prices more expensive. In addition, buying a convenience store directly requires additional costs such as transportation, parking, and consumption costs.

The third theme is more and more varied products. In general, online shops on the marketplace provide various types of goods that are varied and varied. When compared to stores in general, the marketplace provides a more varied product. A number of students will be interested in choosing a marketplace that provides varied and varied products. This is in line with Putri & Gunawan's research (2021) where product diversity can influence a person's buying interest. In addition, according to Botti & Iyengar (2006) product diversity is the main attraction for consumers, because it is able to provide many alternative choices. With the many products offered by the marketplace, it makes it easier for students to shop according to their desired needs.

Hedonic motives are shopping motivations because of fulfilling one's emotional needs, namely obtaining pleasure and also comfort from shopping activities. The themes of these motifs include:

The first theme is the review feature. The review feature on the marketplace can help users shop at the marketplace. The review itself is a review and opinion from consumers about the experience of making a purchase. The review feature is one of the services provided by the marketplace which aims to make it easier for users to get information and see positive and negative responses from other users of products that have been purchased from other users. Based on the model developed by Chandra (2020), with this feature customers can easily determine which store is the best when buying a product.

According to Atsilla, Saroh, & Krisdianto (2020) The review feature is very important, because the consumer review feature can find out the process of ordering, paying, to product delivery. Then the review feature is one way to grow customer trust in sellers. Not only that, the reviews given by previous consumers can reduce the occurrence of fraud such as inappropriate goods, expired goods sent, and other fraud. When consumers have previously provided good responses and reviews, it can be ascertained that the store is trustworthy and the products sold are of high quality.

The second theme is the services provided by the marketplace. The number of services provided by the marketplace can support the use of the marketplace. These services include live features, discounts, shopeepay, lots of promos, COD systems, vouchers, cashback, and trust in couriers. The services provided by the marketplace can affect purchases. This motive is also supported by research from Fernanda (2019) which states that discounts, cashback, flash sales, and vouchers can trigger purchasing activities. The more services provided by the marketplace, the more it will have an impact on the level of purchasing decisions made by consumers. Thus, it is not surprising that many students make purchases on the marketplace.

The behavior of a consumer in making a purchase is influenced by the surrounding circumstances and the developing consumer environment. These environmental differences will lead to differences in opinions, attitudes, judgments, and different tastes. According to Kotler and Keller's theory, there are several influencing factors, such as cultural factors, social factors, personal factors, and psychological factors. However, in this case the influential factors in making student purchasing decisions on the marketplace will be described as follows:

The first factor is personal factors that are influenced by needs. These factors include age and stage in the life cycle such as occupation, economic circumstances, personality and self-concept, as well as the values and lifestyle of the buyer. From the data obtained by students, making purchases is influenced by lifestyle, namely based on needs. Students will make purchases if there are really urgent needs.

The second factor is the social factor. Social factors are one of the factors that are influenced by the social environment such as friendships, family, status, etc. In this case the friendship environment becomes one of the important factors in making purchasing decisions. The existence of a friendship environment is very influential on purchasing decisions. This is also corroborated by research from Isnawati & Kurniawan (2021) where peers will influence a person's consumptive behavior. The greater the influence of the friendship environment will have an impact on the level of consumptive behavior. In addition, friends will poison and offer the products they have purchased, because from these friends students get to know the marketplace. Thus, students will be influenced and have a desire to buy products on the marketplace.

The third factor is the cultural factor. Cultural factors are factors that are influenced by a culture such as language, education, art, etc. In this case education is one of the most important factors in making a purchasing decision. This educational dimension includes knowledge, attitudes, and everyday economic skills. If someone has a high literacy level, then that person will consider properly before making a purchase decision. This is supported by research by Solihat & Arnasik (2018) where the level of economic literacy can affect consumptive behavior. This means that if someone has a high level of literacy it will have an impact on attitude

5. Conclusion

Based on the results of the analysis and discussion above, it can be concluded that there are two themes from the benefits of having a marketplace, namely shopping media and entertainment media. The types of goods that are often purchased by students

themselves are divided into two, namely daily needs such as clothes, skincare, food, to boarding equipment. While college needs include bags, shoes, books, supporting college applications such as canva and turnitin, even supporting applications in completing thesis. The second theme of the benefits of the marketplace for students is as a medium of entertainment. The existence of game features, shopee videos, tiktok videos on the marketplace can be a special entertainment for students because they can reduce stress. Then from the student motives behind making purchases on the marketplace five motives have been found, among others, goods sold are more varied, effective and efficient, prices are more affordable, there is a review feature that can make it easier for users, and also the services provided by the marketplace .

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