Consumer shopping behavior through online store for food and beverages

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Abstract. The new behavior has emerged in the era of information and digital communication. It covers many aspects of life, including sale and purchase transaction. Currently, shopping activities are no longer done by going directly to the seller in order to get the products we need. It is also very rare for the consumer to use cash for the payment. They can hold the sale and purchase transaction whenever and wherever it is needed by utilizing an application which is available accessed by mobile phone. This study has involved 209 respondents who were actively engaged in shopping activities through online stores. From those 209 respondents, there were 21% respondents stated using an online store to buy daily needs, and the one which is more interesting is there are 30.47% of respondents said that they ever bought food and beverages by online store application. These indicated that consumer shopping behavior for food in the era of information and digital technology became a new-interesting trend to be further observed and researched.

1. Introduction
The new behavior has emerged in the era of information and digital communication. It covers many aspects of life, including sale and purchase transaction. Currently, shopping activities are no longer done by going directly to the seller in order to get the products we need. It is also very rare for the consumer to use cash for the payment. There are approximately 19.5 billion Indonesian who had new behaviors in buying and purchasing which is usually called as e-commerce[1]. E-commerce which stands for electronic commerce (electronic trading), is a business transaction in electronic network like internet[8]. This provides easiness for consumers and sellers in doing shopping and selling transaction effectively and efficiently, so it can increase economic growth.

One of the reasons why there are many people migrate from conventional shopping habits to online shopping is because shopping online can provide convenience and flexibility for customers. Customers can order products within 24 hours a day wherever they are, so there is no need to be bothered. There is a clarity of information because customers can obtain a variety of comparative information about the company, products and competitors without leaving the work done by the customer, and the degree of compulsion in facing the persuasion of emotional factors is low [3]. The increasing number of internet and the easier facilities provided by internet leads the online shopping become a new trend which can be used in simple way, efficiently and fast without facing any significant difficulty [7]. Transportation costs and shopping time will be likely more efficient and effective.
E-commerce which exists today does not only sell electronic or fashion items, but also daily needs, such as; kitchen stuff, food, beverage, medicines and toiletries. It is known that from those things are agriculture products. Even [10] stated that currently, e-commerce is developing and it is in great demand by business people who are engaged in the agricultural sector. Now several e-commerce companies in the agriculture sector are starting to emerge. According to [9], the strengthening use of online media today will cause current and future consumer behavior and business behavior to experience extreme changes. So, it is important to conduct a study of how consumer behavior in terms of choosing the application (channel) used, the category of goods purchasing, and the intensity of shopping, and other related matters.

2. Method

This research was conducted in August 2018 until February 2019. The population in this study are consumers who were dealing with online selling and purchasing transaction, whether it was done through a website-based application or an android-based application, and etc. in order to get appropriate and representative respondents, the data collection method carried out was a purposive random sampling approach. The targeted respondents were those who have done shopping for their daily needs through an online store channel.

The content of the questions asked to respondents cover name, personal contact, online store channel which have been used by the respondents, categories of products bought, the devices used to access the online store channel, and the intensity of its use. Then, data were analyzed by using a qualitative approach. Data analysis includes all activities such as describing, analyzing and drawing conclusions from all data collected in this study.

3. Results and Discussion

3.1. Consumer Behavior in Online Shopping

Consumer behaviour was a study that discussed how a person would make a decision in allocating resources owned, whether in the form of time, money, effort, or energy [5]. To understand consumers, one should understand what they think (cognition), feel (affection), and do (behaviour) along with the factors that influence and are influenced by these three things [2].

Understanding consumer behaviour in terms of choosing the application used, the category of goods purchased, and the intensity of shopping, and other related matters closely related to the formulation of the appropriate marketing strategy. No exception for food-based products. Considering the use of online media is now very massive and will continue to experience growth quickly and significantly so that it becomes important to conduct a study of consumer habits in shopping for daily needs with an online store channel.

Total respondents in this study were 217 people. However, from this amount, only 96.31% or 209 respondents who met the criteria or who had done online shopping using the online store channel. While at 3.69% or 8 people did not meet the qualification, because they had never done online shopping. These results reinforced the initial hypothesis which stated that online shopping is now a new habit for Indonesian in Selling and purchasing transaction activities.

Furthermore, from 209 respondents who do online shopping, there were approximately 21% or around 47 respondents said they had used an online shopping application to shop for their daily needs. Daily needs referred to in this study are those needed in daily activities and will run out in a relatively short time (1-7 days) like kitchen needs and toiletries needs, etc. The profile of 47 consumers are represented in Table 1.
In terms of online shopping activities, women dominate more than men. Based on research data obtained, the number of women who shop online reaches 68.09% while only 31.91% for men. This reinforces the results of research conducted by Tokopedia that women are the consumers who shop the most in Tokopedia with a percentage of 66.28%, while the number of men is only 33.72% [4].

In terms of age, the majority of users of online shopping applications or online stores are dominated by young people between the ages of 18-35 years with a percentage of 85.11%. As many as 40.43% are at the age of 18-25 years, 27.66% are between the ages of 26-30 years, and 17.02% are in the age range 31-35 years. This can happen because at that age they are already familiar with digital technology and have great desire and curiosity, especially when presented with a new shopping system. According to [6], a recent survey by the Snapcart research institute in January 2018 revealed that millennial generation (25-34 years) was the largest shopper in the e-commerce sector at 50%.

Meanwhile, when viewed from the perspective of marital status, it is relatively balanced between those who are not married and those who are married, namely 58.32% and 44.68%. This indicates that online shopping does not have a significant relationship with marital status. Or in other words, online store application users can be single or not, they have the same passion for doing online shopping.

In terms of work, online store users are dominated by employees with a percentage of 44.68%. This can be understood as a form of positive response to the presence of online stores, that as an employee who has very limited time due to busyness or a busy schedule so they tend to choose something practical, including in terms of shopping activities.

### Table 1. The profile of consumers who do online shopping for their daily need

| Respondent Categorization | Percentage |
|---------------------------|------------|
| Gender                    |            |
| Female                    | 68.09      |
| Male                      | 31.91      |
| Age                       |            |
| > 42 Years                | 10.64      |
| 36 - 42 Years             | 4.26       |
| 31 - 35 Years             | 17.02      |
| 26 - 30 Years             | 27.66      |
| 18 - 25 Years             | 40.43      |
| < 18 Years                | 0          |
| Marital status            |            |
| Married                   | 44.68      |
| Not Married               | 55.32      |
| Job                       |            |
| Private employees         | 44.68      |
| Government Employees      | 10.64      |
| Student                   | 19.15      |
| Entrepreneur              | 8.51       |
| Other                     | 17.02      |
| Monthly Income            |            |
| < Rp 1,000,000            | 19.15      |
| Rp 1,000,000 – 2,000,000  | 17.02      |
| Rp 2,000,000 – 3,500,000  | 23.40      |
| Rp 3,500,000 – 5,000,000  | 14.89      |
| > Rp 5,000,000            | 25.53      |
3.2. **Shopping Daily Needs Through Online Store**

The device mostly used by respondents for doing online shopping to purchase their daily needs through an online store channel is a mobile phone, at about 89.36%. Mobile is considered as the most practical devices used wherever and whenever they need.

![Figure 1. Devices used in accessing online store channel](image)

In terms of the intensity of shopping, the writer has grouped it into 5 categories, namely categories very often, often, sometimes, rare, very rare. Based on the data obtained, figure 2, showed there are 17.02% stated frequently and very often go for online shopping for their daily needs, at least once. Then the remaining show that there are 25.54% stated that they still rare (less than 6 times a year) use online application to meet their daily needs.

![Figure 2. The intensity of shopping for daily needs through digital applications](image)
At present, there are many online shop applications developing in Indonesia which offer daily needs, such as Go-Mart, IndomaretKlik, Alfachart, Shopee, Lazada, Tokopedia, Bukalapak, Kudo, and others. Based on the results of the study, in figure 3, the most widely used online store channel to buy daily needs is Go-Mart application, about 32% of respondents do online shopping for their daily needs by using Go-Mart application. Go-Mart itself is the first choice because it is more practical to buy daily needs than other online store channels. In addition, Go-Mart also provides courier services that can directly deliver ordered products to customers in a short time. IndomaretKlik, Alfacart, and KUDO applications are basically the same as Go-Mart, they just do not have their own courier fleet, so the goods ordered by consumers tend to take a long time to arrive. The other application is a general online store channel which will use courier in sending the order wherever and whenever we place order. It is more time consuming, it’s just that we can order goods in other areas.

![Figure 3. Online store application used for daily needs](image)

In this study, daily need products grouped into 5 categories, namely food and beverage category, personal needs category, baby and child needs category, health and medicine needs category, and household / kitchen needs category.

Based on the data obtained, it shows that there are 30.49% of consumers who go shopping for daily needs through online stores buying food and beverages. Food and beverage products such as biscuits, bottled tea, chocolate, etc. These results indicate that the majority of consumers use online store channels to shop for food products which means if the more people go shopping by using online application store, the higher the opportunities of selling the food products.

Furthermore, there are 20.73% of consumers who do shopping for their daily needs through online stores buying personal needs such as sanitary napkins, cigarettes, and others. While the rest, there are 18.29% of consumers buy household personal needs (such as rice, eggs, cooking ingredients), 15.85% of consumers buying health products, and there are 10.58% of consumers buying baby supplies (such as diapers, baby milk, and porridge).
Figure 4. Product categories purchased

4. Conclusion

Digital Era has lead to the emergence of a new behavior in all aspects of life, including shopping. Now, online shopping has become a new habit for Indonesian, in this case selling and purchasing transaction. From the age side, the majority of users of online store channels are dominated by young people between the ages of 18-35 years at about 85.11%. Meanwhile, if it is viewed from the side of the job, online store consumers are dominated by employees approximately around 44.68%. The monthly income distribution of online store consumers is dominated by middle-upper class economic circles, around 50%, with monthly income above Rp2,000,000.

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