Causes Of Consumptive Behavior Of Housewives In The Phenomenon Of National Online Shopping Day (Harbolnas) (Case Study Of Parents Of Students At Sdn 060 Raya Barat Bandung, Indonesia)

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Abstract

The phenomenon of harbolnas is still an interesting issue to discuss. Harbolnas is an annual activity jointly initiated by six major e-commerce companies in Indonesia since December 12, 2012, which is National Online Shopping Day in Indonesia. The development of online shopping media is in line with the increasing consumptive nature in society, especially for women who are targeted. This can make "shopping freak" consumptive behavior even more so. The subject of this study is housewives who have a role in "financial management" but have a consumptive attitude during harbolnas. This is because the goods offered are cheaper and more practical when shopping with the services that are presented more easily in the online shop, encouraging housewives to make it an alternative place to shop. The theory used is the Theory of Rational Choice (James S. Coleman). Data collection is carried out by conducting interviews, observations, and literature studies to analyze several documents (articles) and literature related to existing issues as a basic basis for researchers to formulate existing reality. The results of this study show that the causes of consumptive behavior are influenced by internal and external factors. It is known that internal factors from 1) the Encouragement of Needs and Motivation (Self-Will), 2) Interest Only (Purchase Impulsively), 3) the Harbolnas discount program, 4) the existence of free shipping, and 5) the existence of advertisements on television or social media when Harbolnas. External factors that influence are 1) Reference Groups (Friendship), 2) groups in shopping (Shopping Groups), and 3) Family.

Keyword: *Housewife, Consumptive Behavior, Online Shopping (Harbolnas)*

A. INTRODUCTION

In the era of globalization, which is supported by the flow of technological developments and information that is spreading throughout the world, it is becoming increasingly advanced and rapid, so that circles in society will be open to change. The development of information technology is utilized by various business actors to develop the business world through information systems in every daily business activity which almost touches all levels of world society [1]. Information is data that has been processed so that it has benefits and meaning for those who receive it [2].

Various kinds of clothing (fashion), culinary, and gadget trends are emerging in our country and the majority of people are just consumers. Following every change in new fashion trends is a lifestyle that is popular with the public. The tendency to follow every change in fashion trends or emerging new information and technology will form consumer behavior, which can be interpreted as the action of an individual or consumer who buys an item or product for the sake of recognition, where it is clear that the product is not needed, it can be said that consumers are Indonesia is an impulsive buyer. Innovation makes many contributions and advantages in entrepreneurship, although the profits are temporary and will decrease if you lose in competition [3]. Technology related to information technology facilities includes physical systems that include the protection and management of all computer and network facilities [4].

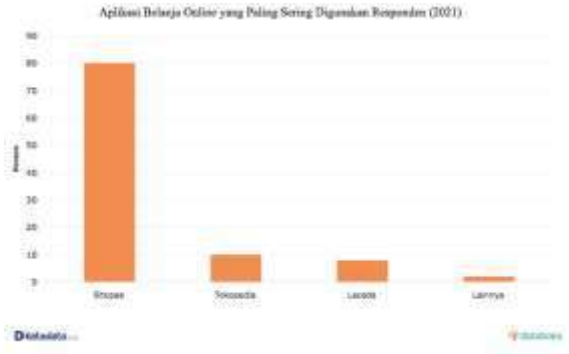
Usually, this consumptive behavior extends to all groups, including housewives. This is supported by the ease of purchasing online shop products which are increasingly mushrooming. The existence of these indications certainly does not escape the influence of globalization in it. The influence of globalization is not only felt physically in policies and changes in politics, culture, economics, trade, and social relations which are interrelated, but implies that globalization is also a matter of changing consciousness, thinking, and acting in an increasingly 'globalized' context with people in various fields in the world [5]. So the contribution of globalization is not only a big influence but also has a major role in the changes that occur in the dynamics of social life in society.

One of them is the National Online Shopping Day (HARBOLNAS) event. This phenomenon is an annual agenda held by online shops, offering various discounts so that consumers can be attracted to the goods they offer. Supported by various advertisements on social media, it makes it easier for consumers to be interested in the promotions or marketing offered. In Indonesia itself, many people are using online shopping systems with national holiday offers, for example, Shopee, Lazada, and Zalora, and many business people are opening online shops by marketing their products and goods online [6]. Accessibility relates to the ease of accessing information available in the system [7].

Judging from the results of The Asian Parent survey, almost all respondents who are mothers in Indonesia use online shopping applications. As many as 80% of them shop most often at Shopee. This percentage is far behind the competing application Shopee. For example, only 10% of respondents shop online at Tokopedia. As many as 8% of respondents shop online at Lazada. Then, only 2% of respondents used other applications for online shopping.

Respondents generally shop online about three times a month. The items purchased were mostly related to children (clothing, toiletries, and toys), followed by personal products (makeup and clothing) and household necessities. Before shopping online, respondents will check other buyers' reviews about the product on marketplace sites (84%) or on social media (67%). They also compare product prices in other marketplaces (74%) or offline stores (63%). The Asian Parent conducted this

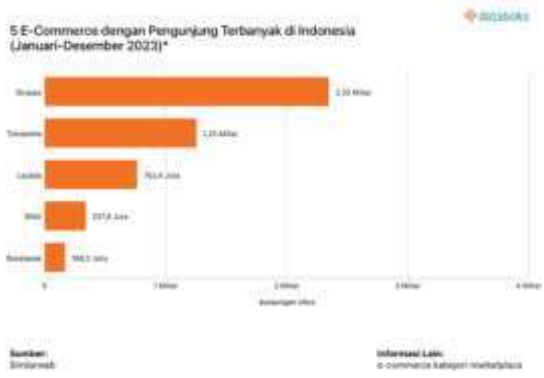
survey of 670 mothers in Jabodetabek, Bandung, Surabaya, Medan, and several other cities. The majority of respondents already have 1-3 children.



Source: The Asian Parent (2021)

Based on the results of the Populix survey, the majority of female consumers shop for beauty and body care products during National Holidays. The percentage reached 78%. Next, 70% of female consumers also enjoy hunting for clothes when Harbolnas takes place. Then, as many as 40% of female consumers also enjoy shopping for food and drinks. Then, there are also 32% of female consumers who shop for household furniture during Harbolanas. Followed by electronic products, gadgets and accessories (27%), baby and child needs (23%), hobby equipment (16%), health products (15%), sports equipment (6%), and travel needs (6%).

This survey also found that Shopee was the most widely used e-commerce platform during Harbolnas with a percentage of 90%. Followed by Tokopedia and Lazada with 66% and 34% respectively. This survey was conducted via the Populix application on 26-27 September 2022. There were 1,274 respondents aged 18-55 years who were involved in this survey. They originate on the islands of Java (67%), Sumatra (16.5%), and other islands (16.5%).



Source: SimilarWeb (2023) [8]

Based on data obtained from SimilarWeb, Shopee is the e-commerce marketplace category that received the most site visits in Indonesia throughout 2023. During January-December 2023, the Shopee site cumulatively achieved around 2.3

billion visits, far surpassing its competitors. In the same period, the Tokopedia site received around 1.2 billion visits, and the Lazada site had 762.4 million visits.

Meanwhile, the BliBli site received 337.4 million visits, and the Bukalapak site 168.2 million visits. Apart from winning in terms of quantity, the Shopee site also achieved the highest growth rate in visits. Throughout January-December 2023, the number of visits to the Shopee site increased by 41.39% (year-to-date/ytd). On the other hand, visits to the Tokopedia site fell 21.08% (ytd), Lazada fell 46.72% (ytd), and Bukalapak fell 56.5% (ytd). Shopee's competitor whose visits grew positively was only Blibli, which increased 25.18% (ytd).

From the survey results above, the variety of interesting goods and products marketed and offered to users, practicality when choosing goods or products, and ease when making transactions, to the product delivery process a very fast time, can form a change in "shopping crazy" behavior. "It's getting worse. It can be said that with the existence of HARBOLNAS, housewives have become more consumptive when shopping online.

Based on the background that has been explained previously, as well as looking at several phenomena that have been observed, analyzed, and digested the factors that arise from Harbolnas. Looking at the results of initial observations in the field, those who have different backgrounds as housewives, namely the parents of students at SDN 060 Raya Barat can be categorized as housewives who have the desire to be "crazy about shopping" and researchers are interested in researching the parents of students at this school because they often gather together when picking up children and are given school facilities to wait for their children, in contrast to other schools where they are only allowed to "drop" children. This is what motivated researchers to examine further the causal factors of the rise of National Online Shopping Day (HARBOLNAS) on changes in the behavior of housewives.

B. LITERATURE REVIEW

1. Rational Choice Theory (James S. Coleman)

To analyze and understand online shopping consumer behavior in the Harbolnas phenomenon among parents of students at SDN 060 Raya Barat, researchers used the Rational Choice Theory by James S. Coleman.

Coleman himself called this theory the rational action paradigm. This theory explains broad phenomena with a micro approach, what is meant by micro is the individual, while what is meant by macro is the social system. Coleman, with rational choice theory, analyzes individual actions that later accumulate into an action or a social system. There are two important elements in rational choice theory, namely actors and resources. Actors are individuals who act, while resources are anything that facilitates or helps an actor achieve a certain goal. These resources can be material and non-material. Thus someone will act if there is a goal. To achieve this goal, an actor will use all the resources he has so that the goal is achieved.

Rational Choice Theory explains the actions carried out by at least 2 actors (individuals) who each have different resources but both need each other to form a

social system to achieve its goals. Rational Choice Theory emphasizes that actors are the most important key in acting. This is done by the actor by making or choosing an option that is considered to bring results to achieve an interest. So an individual takes an action which action will utilize the resources they have to achieve a goal [9].

This means that a person's action is purposive or purposeful. For example, if option one is considered more important and more meaningful than options two and three, then an actor will choose option one. In this case, rational means that the actor will calculate utilization in selecting a form of action, then the actor will also calculate the costs for each action chosen, and the actor will try to maximize utilization (fulfillment of needs) to achieve the goal of the choice. The actors in this research are the students' parents. Parents of students have the resources in the form of money to buy the goods offered at Harbolnas and the purpose of parents' online shopping is to fulfill their needs and lifestyle.

C. METHOD

This study uses a qualitative approach. Qualitative research is research that has the characteristics of collecting field data in locations where participants experience the issue to be researched, without distributing instruments to respondents [10]. This is based on the problem formulation and research objectives that want to be found, namely wanting to know and describe the factors of housewives' consumptive behavior in the Harbolnas phenomenon and the case study method because the researcher used the case study method because it was adapted to the research objectives to explore case studies in depth and detail related to research problems. The criteria for informants in this research were 21 housewives (parents of students at SDN 060 Raya Barat Bandung) selected as informants to find out in-depth about consumer behavior in carrying out online shopping activities during National Holidays.

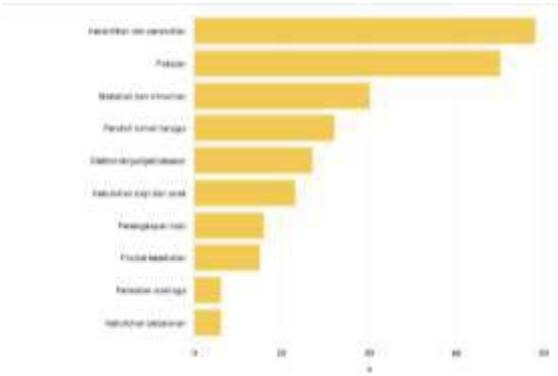
Data collection was carried out by researchers by analyzing several documents (articles) related to existing phenomena as a basic basis for researchers to formulate the reality of existing phenomena and supported by appropriate literature. This research was conducted in natural object conditions and the researcher was the key instrument. The data sources used in this research are online articles, literature studies, and field research results. Data analysis in this research was carried out by abstracting several findings which were grouped and studied using relevant theories.

D. RESULT AND DISCUSSION

1. The Harbolnas Phenomenon as a Means for Housewives to Behave Consumptively

The Harbolnas phenomenon is now an interesting issue that is being hotly discussed at the moment. The rise and development of public services for online shopping can contribute to consumer pressure in society, especially targeting women and lower-middle-class housewives. A variety of interesting goods and products are marketed and offered to users, it is practical when choosing goods or products and easy when making transactions, up to the product delivery process in a very fast time.

Below is a diagram of the variety of products most purchased by female consumers during National Holidays:



Source: Databoks (2022)

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Based on the results of observations and interviews in the field, there is conformity with the survey results above, housewives shopping online buy products:

1. Fashion (such as clothes and bags)
2. Beauty and body care products (Makeup and Body Care)
3. Baby and child needs (Baby Body Care, Clothes and School Supplies)
4. Electronics (Speakers)

This is also supported by the results of research by Nariswari, which explains product varieties, namely [11]:

1. Service products and online objects are very dependent on the range of price changes for the products sold.
2. Electronic products are very dependent on the advertised promotional system.

3. The object of food and drink is very dependent on the number of products sold.

4. Cosmetics and Skin Care objects have quite an influence on the number of products sold.

5. Fashion goods and household appliances are less dependent on the range of changes in product prices and quantities.

Factors Causing Housewives' Consumptive Behavior in Harbolnas

A. Social Factors

1. Family

Family is an environment that can be said to be a very close environment for family members. The family has quite a big influence in influencing consumption for consumers. In this case, an impulse in making a decision when purchasing a product can be a factor in purchasing and will influence each other. Many components from other family members can be a reference and reference in a decision [12].

2. Reference Group

The following are reference groups related to a consumer, including: (a) Workgroups, The intensity of interaction when in a workgroup can form a consumptive lifestyle, besides that, it can be a reference in making a decision when buying an item or product when going to own it, (b) Friendship groups, Friendship groups which are friends or companions for an individual or consumer are a big factor in forming the character of a consumer. Many consumers first ask questions and discuss with their friendship groups. Usually the results of discussions which are the opinions of each member of the group can influence purchasing power and decision making in purchasing and selecting goods or products and services, and (c) Shopping groups, kelompok dalam berbelanja merupakan suatu kelompok yang terdiri dari para konsumen yang ketika belanja dalam waktu bersama-sama [13].

B. Personality Factors

Each person has a different personality, in these differences, the character and characteristics of each individual can drive an individual's behavior or lifestyle when determining the choice to buy an item or product, which is determined by each individual's personality. These personality differences are a reflection of the interesting characteristics that exist in each human being or individual.

C. Psychological Factors

1. Driven Needs and Motivation

Every individual has their own needs, and for every need driven there will of course be motivation to be able to do what is going to be done and to take action. Needs and motivation are interconnected, motivation will arise due to needs felt by an individual, in the sense that an individual will be motivated by many desires as the growth process progresses and there is acceptance of social rules [14].

2. Attitude towards a consumer

Attitude toward a consumer is a causal factor that can drive every consumer's decision. The term attitude is related to an individual's belief system and behavior. Attitude can be interpreted as an outpouring of feelings towards a consumer in the context of an object with choices of interest or uninterest, that attitude can be expressed when a consumer knows and understands an attribute related to the attitude in his or her beliefs [13].

Faktor yang mempengaruhi perilaku konsumtif menurut Suyasa (2005) adalah hadirnya iklan, konformitas, gaya hidup, dan kartu kredit.

a. The presence of advertising as a message that offers a product aimed at the public through mass media which aims to influence the public to try and ultimately buy the product being offered.

b. Conformity occurs because of the individual's strong desire to appear attractive not be different from the group and to be accepted as part of the group.

c. Lifestyle is one of the main factors that causes consumer behavior, the lifestyle referred to here is a lifestyle that imitates the style of people from abroad who use luxury products from abroad which are considered to increase one's social status.

d. Credit cards are used by users without fear of not having money to spend.

From the description above, linked to the results of observations and interviews, the factors that influence consumer behavior are:

A. Faktor Eksternal:

1. Reference Group (Friendship), where informants have a circle that gives each other information about the Harbolnas event.

2. Shopping Groups, where several informants had an " entrustment service gang leader/online shopping judge" he said in the matter of shopping during National Holidays. So, other friends also checked out the goods.

3. Family

B. Internal Factors:

1. Personality factors and psychological factors including each informant can determine the choice whether they want to shop according to their needs or not also informants buy goods because the main thing is based on the:

a. Encouragement of Needs and Motivation (Own Desires)

b. Sheer Interest (Impulsive Purchase)

2. There are also factors: big discounts, free shipping, and advertisements on television or social media during National Holidays.

3. Lifestyle also supports consumer behavior.

E. CONCLUSION

It can be concluded that nothing escapes the flow of globalization. Globalization supports changes whose impacts cannot be predicted. The Harbolnas

phenomenon is present as an opportunity and challenge due to the current globalization that society is currently experiencing. Supported by various advertisements on social media, it makes it easier for consumers to be attracted by the promos or massive discounts offered, thus making housewives behave consumptive.

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