STRATEGIES FOR GROWING PURCHASE INTENTIONS FOR ONLINE SHOPPING THROUGH ANALYSIS OF CONSUMER BEHAVIOR

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Abstract

The purpose of this study is to explore the primary traits that define customer behavior on online shopping platforms in Bandung, Indonesia. The study utilizes the Fundamental Theory-based qualitative investigations to detect and classify variables regarding online purchases based on relevant criteria such as purchase motivation, preferences, consumption patterns, and purchasing patterns. Semi-structured interviews were conducted with customers who had previous experience making purchases online to identify and classify variables regarding internet buying. The study identified three primary categories, namely purchase motivation, experience, and customer behavior. Furthermore, some factors that have a higher impact on consumers' preferences, purchasing decisions, and purchasing habits were discovered. The findings of this study can assist businesses in understanding their customers' behavior and develop effective marketing strategies to increase sales. It can also help policymakers in creating regulations to protect consumers and improve the e-commerce ecosystem in Bandung, Indonesia. This study is among the first to explore the traits that define customer behavior on online shopping platforms in Bandung, Indonesia, and can serve as a reference for future research in the field.

Keywords: Consumer Behavior; Purchase Intention; e-commerce; Online Shopping.

A. INTRODUCTION

The unabated development and expansion of new information technology, in particular in the realm of e-commerce, has led to an increase in interest in the behavior of consumers making online transactions (Alhasanah, 2014). Similarly, people in today's society expect greater ease of use and shorter transaction times when purchasing goods or services over the internet, which they understand to be the most expedient means to acquire information. It highlights how important it is for businesses to have additional training in order to maintain a good presence on the internet (Wibowo, 2015).

Electronic commerce, sometimes known as e-commerce, refers to the purchasing and selling of goods and services online. Customers use the internet to research products and make purchases (Maryama, 2013). For this reason, Sutejo (2006) states that the commercial structure, distribution system, and distribution channels have undergone considerable transformation in recent years. As a result, the potential benefits of using e-commerce have been widely promoted due to the fact that this transformation has occurred. However, in order to reap these benefits, it is vital to do research on the ways in which customers engage with one another during the process of making purchases through online shopping platforms (Harahap, 2018).

According to findings from a study named "The Opportunity of Indonesia" conducted jointly by TEMASEK and Google, the expansion of online business in Indonesia is paralleling the country's expanding internet user base. In 2018, there were 92 million people in Indonesia who had access to the internet. It is anticipated that the number of internet users in Indonesia would rise to 215 million by the year 2023. In 2018, there were 18 million people in Indonesia who purchased something online out of a total population of internet users. In the year 2025,

the number of people shopping online in Indonesia would reach 119 million. Therefore, it should not come as a surprise that this growth would lead to an increase in the market value of e-commerce in Indonesia. According to projections made by TEMASEK and Google, the value of the Indonesian e-commerce business would hit the 81 billion dollar milestone by the year 2025 (Handayani, 2020).

The study of consumer behavior has been widely studied from different perspectives and areas (Mowen & Minor, 2002). Most of the research focuses primarily on buying a product or service and measuring consumer satisfaction, focusing on the consumer's post-purchase experience to find relationships with variables that further enrich the knowledge about consumers (Mangkunegara, 2012; Sunyoto & Saksono, 2022).

On the other hand, several studies focus on analyzing quantitative and qualitative data to show the relationship between consumer motivation and buying behavior (Saputra, 2013; Dewi et al., 2017). For example, Subianto (2007) proves that consumer purchasing decisions result from the encouragement generated by motivation for the rewards to be obtained for making purchases. Likewise, Heriyanto (2015) shows a fundamental relationship between product advertising, promotional activities (discounts, free products or services), and consumer buying behavior. Therefore, it is said that consumer behavior is not monolithic because before making a purchase, consumers first obtain information about a product or service and other factors provided by the website (Lestari & Saifuddin, 2020). Thus, research challenges arise regarding analyzing and modeling consumer behavior in online shopping, for example, 1) What factors are most relevant to understanding consumer behavior? Furthermore, 2) How are the factors found related to each other?

For this reason, this study aims to identify the most relevant consumer behavior variables in the online purchasing decision process through an analysis of interviews with consumers who buy products and services online. In this variable, we consider the interpretation and measurement of the relationship of various factors relevant to online purchases, such as product perception, purchase motivation, preferences, consumption habits, influence, and buying behavior. In addition, it identifies whether the buying decision process has been changed and what consumer behavior variables have been influenced. The results from this study indicate the importance of 3 categories to determine consumer behavior in online purchases: 1) purchase motivation, 2) experience and 3) consumer behavior.

B. METHOD

A qualitative study was conducted to analyze and identify the most relevant consumer behavior variables in the buying decision process. This research is based on three questions focused on consumers of online products and services: Q1. What are the internet shopping practices of consumers?; Q 2. What are the reasons consumers buy via the internet?; and Q 3. What characterizes the experience and behavior of consumers when shopping online?

Adults who had shopped online before took part in the research that was carried out in Bandung City, which is located in the province of West Java in Indonesia. Participants are only eligible to participate in the selection process if they satisfy all of the following eligibility requirements: live in the city of Bandung, be between the ages of 18 and 45, have previous experience with online purchasing, and be equipped with the necessary cognitive, visual, and motor skills to utilize. Computer or mobile device, everyday access to a personal computer with an Internet connection, and any income level, educational level, or employment status are all requirements. In order to establish who was eligible to participate in the study, a series of brief phone interviews were carried out with fourteen different people during the participant selection procedure. Four of the interviews were chosen to be analyzed, two of which were conducted with students (P5 and P10) while the other two were conducted with professionals.

The characteristics of the four participants, including their ages, occupations, and genders, are presented in Table 1. (P2 and P3).

Table 1 Description of Participants

Participant No	Profession	Age	Gender
P1	Student s2	23	Female
P2	Electronics Technician	34	Male
P3	Executive Sales	41	Female
P4	System Technician	26	Male
P5	Student s2	24	Female
P6	Student s2	34	Male
Q7	Student while working	20	Female
Q8	IT worker	25	Male
Q9	Lecturer	34	Male
P10	Student s2	28	Male
P11	Accountant	31	Male

Because the size and composition of the target population were unknown at the outset of the study, the researchers employed a Grounded Theory-informed selective sampling strategy to arrive at a sufficient sample size (Ulfatin, 2022). Thus, Glaser & Strauss (1967) state that in this sort of sample, the individual's decision of what to investigate occurs throughout the data interpretation process. As an analogy, Flick (201 8) thinks that theoretical sampling can begin with a predetermined number of persons even if the growth of the population is unknown. However, sampling stops when theoretical saturation is reached, which is known beforehand, unlike in statistical sampling when all this happens. Theoretical saturation, as defined by Wuest (2012), is a criterion for deciding when to cease sampling individuals, groups, or distinct cases. That's why it's said to have plateaued when no further information is uncovered or when no new trends appear (Gligor et al., 2016).

Individuals are not selected at random, but rather based on the expectation that they will offer novel insights related to the theory under development. Time constraints should also be taken into account when conducting qualitative research, as the processing of qualitative data is tedious and time-consuming if done manually. Eleven interviews were conducted for this research, however only four were used for analysis due to theoretical saturation; the coding and analysis of these four interviews took three months.

Data were obtained from interviews conducted with the participants. The researcher conducted each semi-structured interview with open-ended questions with each participant to document their experiences with Internet purchases. For this reason, the interview was divided into blocks of questions to facilitate analysis, and ten blocks were obtained with various topics to be discussed: internet purchases in general, about your last purchase, purchases in overseas stores, parcel service chosen, the form of payment method used, the type of device used to make online purchases, the trust, perceived usability and control when making online purchases, the usefulness of the information provided on online shopping sites,

Interviewees were asked broad questions like, "How often do you purchase online?" and "What do you value most when purchasing online?" before delving into more in-depth inquiries like, "What is your experience with online shopping?" About 30–45 minutes were recorded from each interview for further study. When complete, the Grounded Theory open encoding will be applied to the transcribed files.

A Grounded Theory technique is used, which consists of a systematic procedure for analyzing and generating theory from qualitative data (Strauss & Corbin, 1998). For Holton (200 9), Grounded Theory's main goal in data consists of generating or finding explanatory models on certain phenomena, whose theoretical principles are supported by systematic analysis and then the interpretation of data obtained from a set of informants through

interviews. . Therefore, it must be based on a constant comparative analysis between informants' opinions concerning the situation of each question concerning the purchases they make, to identify patterns of recurrence and their relationship (Siregar & Harahap, 2019). A result of using this methodology is the generation of theory from induction, in this way assisting in the proper explanation of the phenomena being studied, giving the researcher the ability to explain events.
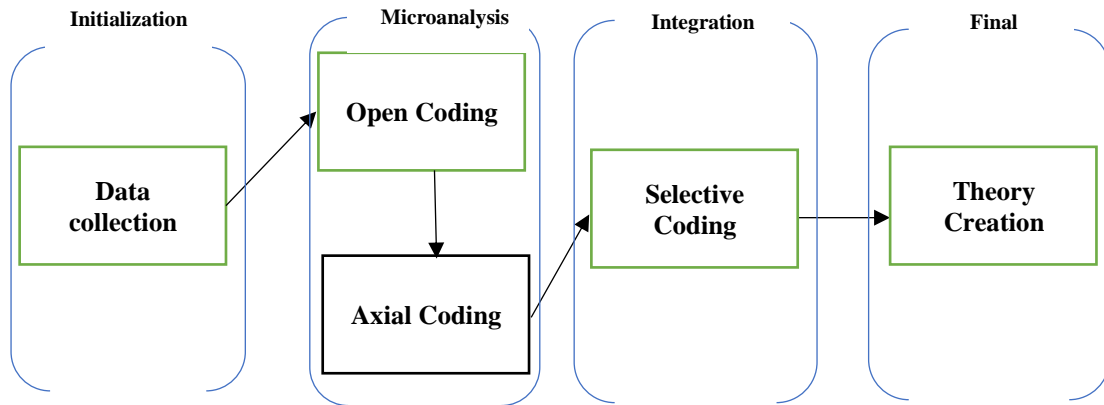
Figure 1 The Grounded Theory Steps

C.   RESULTS AND DISCUSSION

Data are presented using the framework proposed by Strauss & Corbin (1998) to develop categories and subcategories. Selective coding focuses on formulating a central category to get a conceptual idea where all the elements of a category will be grouped around a central category. The categories selected and developed are behavior, purchase motivation, and consumer experience. Finally, the idea generated from category relationships, which gave rise to a theory explaining the factors that most influence consumer behavior in online purchases, is presented in Figure 2. Figure 2 shows how motivation and experience influence consumer behavior. Similarly, the variables that make up each of these categories are identified. Each of the categories of explanatory-theoretical models is described below:
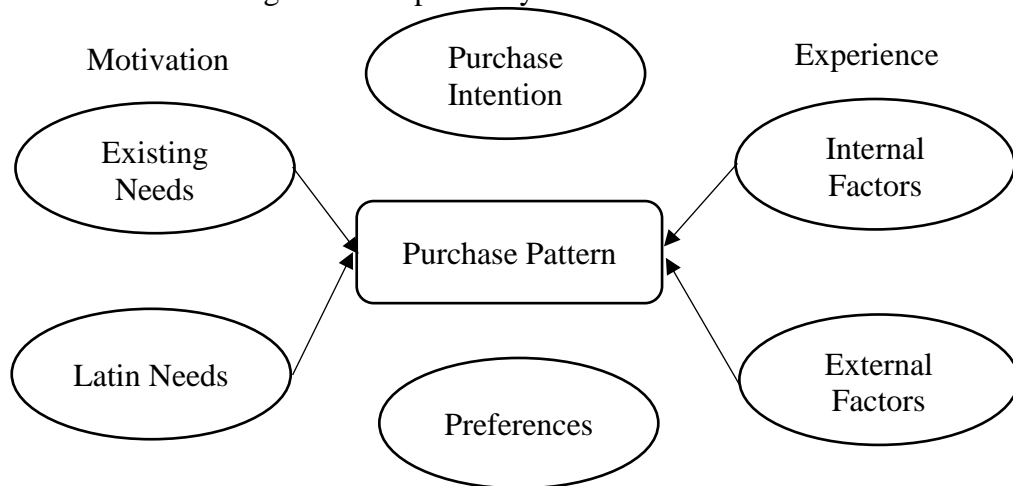
Figure 2. Theoretical-Explanatory Model of Consumer Behavior

Category 1: Behavior

This category is the primary study that defines consumer behavior. Therefore, behavior is determined by consumer activities aimed at purchasing products and services, including decision processes and preferences, which are influenced by two subcategories (motivation and experience) that precede and determine consumer buying patterns.

Variable 1: Shopping patterns

Based on the participants' comments, it is known that in recent years consumers have acquired products and services through information seeking and a selection process that is more closely related to their consumption preferences regarding what, where, and how much to buy. Hence, the participants expressed high empowerment over their purchasing decisions, as observed in participant 3's comments, where he stated that they were able to demand greater and better conditions in their online purchases, conducting prior searches on different Internet sites. e-commerce to choose the one that best suits your preferences. Comment from participant 3 (P3): "Yes, it depends on what I buy and where; for example, I always compare prices, never, never, never, haha,

Likewise, the P10 comments show us that they are not only limited to getting information about products and services in general but also analyzing the comments of other consumers who have purchased a product or service; this shows that it is an activity that influences the most in purchasing decisions. This participant commented: "Because I have a cheaper site, I check the comments of customers who have purchased the same product to see if I decide to buy it." On the other hand, in the comments, 10 participants identified a mandatory exploration phase, in which they feel responsible for investigating, exploring, and finding information in order to feel secure when making a purchase, as follows: "Well, I think it depends on the personality of how the person is,

Variable 2: Preferences

Based on the experiences of the participants, it was found that consumers have a priority list of their preferences, as seen in the following comments from participants 2, 3, and 5: "Yes, I have bought at an online store like this, and I have paid extra for shipping and have used JNE, so it arrives quickly, but only on the page where they offer it because not all sellers offer it to you. (P3) "I use the free market more because of the speed of delivery... what they value the most is the speed of delivery..." (P2) "It also makes it safer for me to buy on Shopee than on other sites, besides the fact that this site has a free shipping service."(P5)

For example, preference for site type, delivery method, and payment method are directly influenced by the existing need to be satisfied and the motivation to purchase. However, when it came to making a purchase decision, they tended to use the delivery method rather than price and purchase site, as evidenced by participant 10's comment: "For example, one day I bought at an online store where if your order is over 1 million your delivery is free, but because I want to arrive soon, it is better to pay extra for the order. (Q10)

Category 2: Purchase Motivation

This category directly influences buying behavior, which is identified as a stimulus to buy online.

Variable 3: Existing needs to be satisfied

This study described these stimuli as needs to be satisfied, including the promotions, services, information, and receipts provided by this online site. Referring to this, the participants stated: "Variety of products, for which they updated the product catalog." (Q5); "I want to find things that I like and are cheap." (Q10); and "Because the costs are so low and because you find things you cannot find anywhere else." (P2)

Variable 4: Site latency requirements

Needs related to measuring, tasting, or touching the product were also detected where participants expressed an interest that should be addressed in a certain way to have a better shopping experience. Below are comments from participant 10: "…the experience of measuring yourself, feeling it and seeing how it looks on you, you do not have that, and posting real photos can bring us closer to this physical store experience. It would also be great to have someone on the platform to ask them questions about the product. (Q10)

Category 3: Consumer experience

Regarding the category of consumer experience, the participants commented that it is an important factor for the definition of buying behavior because consumers have prior knowledge while browsing online shopping sites; this suggests that when experiencing a stimulus previously defined as motivation, the experience provides sufficient information that will influence their buying behavior. This experience is divided into a problem (variable 5), search process (variable 6), and personal (variable 7), where each of these variables is described below.

Variable 5. Problems

According to the participants' comments, online purchasing implies an act of faith in which consumers place their trust in online shopping sites so that their orders are delivered on time. However, everyone has been through unfortunate situations that have resulted in them not getting their product or service and losing their money. Therefore, they provide experiences and lessons from problematic events when buying, as expressed in the following comment: "You should do it in moderation, check the site you are going to use very well, that it is a well-known website, that has many users and read some points of the privacy contract that some sites provide to you(P2)

Variable 6. Search process

Based on the experiences of the participants, it was found that the distribution and presence of basic navigational elements on online shopping sites are very important for purchasing decisions, as shown in the comments of participant 3: "Everything is CLEAR, that everything is complete, what they present to you and of course! It is easy, and that search engine, wow!, search engine is something to look for, at least it's the first thing I use when I want something specific, but sometimes I flip through the page to see what's new. ..."(Q3)

Variable 7. Staff

In the same way, good and bad experiences are key factors for consumer behavior, as they are responsible for influencing consumer preferences and purchasing decisions more broadly. Comments from participant 3 stated that they had extensive experience in online shopping. For the most part, it was good: "My experience was pretty good, they always find what you are looking for, it's cheap, I had no trouble in the buying process, now to browse and order." (P3) Thus, from the connection of related categories (motivation and experience) with the central category (behavior), current knowledge about consumer behavior towards online shopping platforms can be enriched.

Implementing this upgrade strategy in online shopping platforms can guarantee a better understanding of consumer behavior and purchasing patterns (Rumondang et al., 2020). Because the platform that makes up all the elements provided can be adapted according to consumer analysis regularly, achieving effective decision-making and ensuring better consumer acceptance and satisfaction (Utami & Firdaus, 2018).

As explained previously, the buying process is influenced by various factors in customer behavior, including motivation and experience. For this reason, product availability is one of the most influential factors; for instance, when a product is unavailable in local retailers, online consumption increases. Participant 2 for instance argues, "Because there is no local." (P2) Respondent 10 stated, "There is no inventory in physical stores." (P10), and participant 5, "sometimes there is nothing to look for in stores, and on top of that, the prices are considerably higher..." (P5); This information indicates that the trend of online shopping may increase owing to the shortage of a product and the high pricing in local stores. Because the survey by Maulidasari (2020) indicates that online purchases climbed by 17% compared to 2017, maintaining 54% of online shoppers. However, this survey indicates that 39% of users have an e-commerce page; on the other hand, Koch et al(2020) .'s research shows that 75% of

participants think that utilizing online shopping platforms affects their purchasing patterns because they have access to wider product catalogs and better offers.

As a result of the present effect of blogs and social networks, which greatly impact the decision-making process, this desire is the primary motivator for customers to make purchases on online shopping sites. Shopping. Numerous studies have demonstrated the significance of social networks through product information communication and engagement, which influence purchasing behavior and facilitate online transactions (Wiridjati & Roesman, 2018; Irawan, 2020). According to prior research, marketing on social networks directly affect consumers' intellectual, sensitive, and emotional characteristics (Kusuma et al., 2020). For example, participant 10 stated, "Clothes and the like, if they are advertisements on Facebook, YouTube, and Instagram, I notice them because I keep searching for them and viewing them on those social networks." (P10). Consequently, social networks and blogs can impact many stages of the purchasing decision process. In addition, this study indicated that the comments of social media users have a stronger impact on purchasing decisions than other media commercial communication messages among the part of the population analyzed born between 1975 and 1995, taking generations X to Z into account.

In addition to the foregoing, products and services related to entertainment and fashion are the most popular on online buying platforms. Due to the influence of these social networks, the time between purchasing stimulation (motivation) and purchase (purchase decision) has been considerably reduced. Consumers purchase more items in less time. However, a survey reveals that just a small part of e-commerce sales are created in Indonesia (Nawangsari & Pramesti, 2017). Nonetheless, our research shows that residents in Bandung City are increasingly confident about making purchases online based on their experience with previous purchases, which indicates a better offer than in physical stores, a variety of products and brands exclusively online. Due to the influence of social networks and blogs promoting a positive reputation for products offered online and in physical stores, motivation started to have online shopping portals. On the other hand, both websites and online shopping apps have improved their purchasing processes to offer greater convenience and speed in purchasing products and services,

The type of participant profile selected for the analysis suggests that preferences and purchasing patterns differ as other types of motivation and experience manifest. Online consumer profiles generally recognize their possibilities in new ways of making purchases; these purchase possibilities extend from the place of connection, product evaluations, and personalized recommendations to making purchasing decisions. Also, the two consumer profile classifications are 1) those who want to save time and 2) those who want to save money. However, our results show why consumers are classified into either of the two groups and how to anticipate consumer profiles to offer personalized services according to user characteristics on online shopping platforms.

On the other hand, besides the characteristics discussed in this work, other studies mention that one of the most important characteristics of online purchases is the trust and reliability consumers feel when purchasing websites. Baris (Al-Debei et al, 2015). Although these characteristics are not explicitly designated as categories in this study, they are implicitly considered in the fundamental element group to produce strategies that lead to consumer satisfaction in online purchases. For example, for participants who work and buy products and services for their work activities, the most important factor is the price of these products and services; otherwise, if it is personal, the most important factor is the means: shipping and both prices.

Thus, the data obtained about consumer behavior in online purchases shows that consumers increasingly have control and need to publish the factors found and their relationships that influence their buying patterns and decisions. Likewise, it is possible to

generate theories with information on the most important factors in internet purchasing decisions and patterns of consumers in Bandung City when buying products and services in the technology, clothing, and entertainment sectors.

D.   CONCLUSION

In this era of globalization, the many conveniences provided include buying and selling transactions that can be carried out via the internet or better known as online shopping transactions (e-commerce), which can cause several problems, such as the emergence of consumptive behavior or waste due to too much or even because too preoccupied with the convenience of online shopping transactions. The results of this study indicate that the Grounded Theory methodological approach applied in Internet shopping guarantees the identification of key factors such as motivation, experience, and behavior, which are obtained from critical reflection, which allows connecting interesting topics to learn consumer behavior from the observed reality. Based on the research results, analyzing consumer behavior can help create an effective decision-making strategy through its application in designing online shopping platforms.

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