

**THE INFLUENCE OF E-COMMERCE ON THE CONSUMER BEHAVIOR OF
COMMUNITIES IN THE TERRAIN CITY**

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Abstract

This research aims to analyze the influence of e-commerce on people's consumer behavior. E-commerce has experienced rapid development in recent years and has changed consumer shopping patterns significantly. The research method used is a quantitative survey with data collection through questionnaires distributed to respondents who actively shop online. The research results show that there is a significant positive correlation between the use of e-commerce and increased consumer behavior. Factors such as ease of access, various promotions and discounts, and ease of transaction processes encourage consumers to make impulse purchases more often. This research concludes that although e-commerce provides many benefits and conveniences, it also has the potential to increase unplanned consumer behavior. These findings are important for e-commerce industry players and policy makers to develop strategies that can reduce the negative impact of consumer behavior.

Keyword : E-Commerce, Consumptive, Public



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INTRODUCTION

The increasing advancement of technology is bringing significant changes to human life. One of them is the ease of access to everything. People can now learn and obtain the information they want in an instant, and can do it anytime and wherever they are. With the use of smart phones and internet or wifi, people no longer have to worry and worry. With this phenomenon nowadays, there are a lot of services that make society easier. E-commerce, or electronic commerce, has experienced rapid growth in recent decades and has had a significant influence on consumer behaviour. In this age of highly advanced technology trade is not only done in traditional markets, but done with the help of Computers and using trading applications that are already abundantly offered by private companies. With technology that is increasingly developing nowadays this is a lot of online shopping sites wherein it gathers many online shops into one site that makes it easy for buyers to get the goods they want with various promotions that attract the people to shop on the site (Rachmawati, 2019). According to (Susandi & Sukisno, 2017) e-commerce is an application of online sales to stores and consumers through electronic transactions and can help stores in marketing the maximum product. E-commerce consists of distribution, purchase, sale, marketing of goods and services through electronic systems such as the Internet, television, and other computer networks. Electronic trade can involve electronic fund transfers, electronic data exchange, automated inventory management system, and automated data collection system. According to Philip Kotler, e-commerce is a process of buying and selling products and services through electronic systems such as the Internet and According to (Paul Martin Evans, 2010) E-commerce can improve consumer behaviour, especially for consumers who are vulnerable to promotions and discounts. One of the main influences of e-commerce on consumption behavior is the ease of access and convenience it offers. According to Philip Kotler and Kevin Lane Keller, consumer conduct is consumer actions that choose, buy, use, and discard products and services, influenced by personal, psychological, and social factors. E-commerce platforms allow consumers to shop anytime and anywhere without having to visit physical stores. This increases the frequency of impulsive purchases as consumers can easily access a wide range of product options with just a few clicks. Moreover, offers such as special discounts, time-

limited promotions, and loyalty programs often encourage consumer to make actual unplanned purchases. In addition to ease of access, the variety of products offered by e-commerce platforms also plays an important role. Consumers have access to a wide range of products from different brands and sellers around the world. The availability of complete information, including reviews and ratings from other users, helps consumers make faster and sometimes less rational decisions. With so many options available, consumers tend to spend more time looking for and buying products that they may not have needed before. The main problem of the influence of e-commerce on consumer behaviour is the rise in impulsive purchases and excessive consumption. E-commerce offers ease of access and convenience that allows consumers to shop anytime and anywhere, often with just a few clicks. This is exacerbated by various offers such as special discounts, time-limited promotions, and loyalty programs that encourage consumers to buy unplanned products. In addition, the very wide variety of products and the availability of information such as other user reviews and ratings drive quick and less rational purchasing decisions. As a result, many consumers spend more money and time buying things that they may not need. The negative impact includes rising consumer debt that could threaten economic stability and create economic imbalances.

The Positive Impact of Consumer Behavior (Keynes, J. M. 1936) argues that consumption is one of the main components of aggregate demand that can drive economic growth. As societies become more consuming, demand for goods and services increases, which then boosts production and creates jobs. As for its negative impact, according (Harvey, D. 2010) criticises that excessive consumer behaviour can lead to economic imbalances, where consumers rely on debt Overall, e-commerce has brought a major change in consumer behavior. Accessibility, product variation, personalization through technology, and ease of payment have increased consumption trends, often beyond basic needs. While providing many benefits, it is important for consumers to remain alert to the potential negative effects of excessive consumer behaviour. With the background of the above description, the author would like to investigate in depth about the “E-commerce Impact on Consumer Behavior”

LITERATURE REVIEW

E-commerce

Electronic commerce or often referred to as e-commerce is one of the results of the development of Internet technology. E-commerce itself is a business process using electronic technology that connects between companies, consumers, and society in the form of electronic transactions. Thus, in principle, e-commerce business is an unloaded paperless trading business. (Munir Fuady, 2002).

E-commerce is a process of buying and selling products electronically by consumers and from company to company with a computer as an intermediary in business transactions. According to (David Baum, 1999: 36-34) E-commerce is a dynamic set of technologies, applications, and business processes that link enterprises, consumers, and communities through electronics transactions and the electronics exchanges of goods, services and information.

E-commerce or electronic commerce is the activity of buying and selling goods or services through the Internet. It covers the whole process from marketing, transactions, to the delivery of goods or services purchased.

According to Kenneth C. Laudon and Carol Guercio Traver, e-commerce is the use of the Internet and the web to conduct business transactions. Business-to-Consumer (C2C): A transaction between a business and an individual consumer, as done on Amazon or Tokopedia. Business-to-Business (B2B): Transactions between business and other businesses, as happening on Alibaba. Consumer-to - Consumer (S2C) is a transaction between a consumer and other consumers, as it happens on eBay or OLX. C2B: A consumer who sells products or services to a business, such as a freelance platform like Upwork.

1. Global Access: Businesses can reach global markets without geographical constraints.
2. Low Operating Costs: Reduction of operating costs such as renting a physical store.
3. Comfort and convenience: Customers can shop anytime and anywhere.
4. Personalization and Recommendation: Use customer data to provide more relevant product recommendations

Consumptive

The word "Consumptive" is often interpreted the same as "Consumerism". In fact, the word consumerism refers to everything related to consumers. To review someone's consumer behavior, it is necessary to explore it through an understanding of consumer behavior. According to Chita, David and Pali (2015) revealed that consumer behavior is the human tendency to consume without limits, buying things excessively or unplanned. According to Lubis (in Sumartono, 2002), consumer behavior is behavior that is no longer based on rational considerations, but rather because of desires that have reached an irrational level.

This means that a product has not been used, someone has used the same type of product from another brand or bought an item because of a gift being offered or bought a product because many people use the product. Consumptive behavior can be defined as an individual's tendency to consume goods and services excessively, often beyond their financial capabilities and without rational consideration of their true needs. Consumptive is the term for the nature of someone who likes to consume products by shopping without careful consideration.

In simple terms, consumptiveness is a behavior or lifestyle where someone carries out active shopping activities to feel personal satisfaction. According to Michael R. Solomon, consumer behavior is a process in which consumers interact with various market elements that make them tend to buy and consume more than they need. This behavior is often triggered by a need for social status or recognition. Consumer behavior does not appear suddenly. There are triggers or causes that can make someone want to shop non-stop. The factors that cause consumer behavior are divided into two, namely internal and external. Internal factors include self-esteem, learning process, and personal lifestyle. On the other hand, external factors relate to aspects of culture, social class, family and groups to which a person belongs. For example, someone who interacts with socialites tends to adopt a consumer lifestyle in order to be considered a member of that group.

According to Lina and Rasyid (in Munazzah, 2016) consumer behavior has three aspects:

1. Impulse Buying : This aspect aims to ensure that a person behaves in buying solely based on a sudden desire or momentary desire, carried out without first considering it, unable to think about its emotional nature.
2. Irrational purchases : The aspect of irrational purchasing is that purchases are made not because of need, but because of prestige in order to be impressed as a modern person or following fashion.
3. Waste : Consumptive behavior is a behavior that wastes money without any clear need.

Public

According to Koentjaraningrat, society is a unity of human life that interacts according to a certain system of customs that is continuous and bound by the same sense of identity. According to Selo Sumarjan, society is people who live together and produce culture. According to Emile Durkheim, society is the objective reality of the individuals who are its members. According to Paul B. Horton and Chester L. Hunt, society is a group of people who are relatively independent, live together for a relatively long time, live in a certain area, have the same culture, and carry out most activities within the group. In Soerjono Soekanto's opinion, the characteristics of a society are:

1. A group of people living together, consisting of at least two people
2. Mingle and socialize with each other for a long time
3. The gathering of humans will produce new humans
4. There is a system of regulations that regulate relationships between people
5. There is a communication system in it
6. Each of them realizes that they are one unit
7. The existing system of togetherness gives rise to culture

The definition of society according to Karl Marx is a structure that experiences organizational and developmental tensions because there is conflict between several groups which then split economically. According to Soerjono Soekanto, quoted in the book *Introduction to Anthropology: An Overview of Anthropology* (2019: 52), a number of elements of society are as detailed below:

1. Consists of at least two or more people.
2. All members are aware as one unit.

3. Being in contact for a long time, producing new individuals who communicate with each other and create rules for relations between members of society.
4. Become a system of living together that gives rise to culture and relationships with each other as members of society

RESEARCH METHODS

Research Methodology Approach

In research on consumer behavior and e-commerce use, a mixed methods approach is the method used to gain a comprehensive understanding. This research uses a questionnaire to collect quantitative data about online shopping patterns and consumer motivation with qualitative observation methods to understand the social context and consumer behavior directly. By combining these two approaches, researchers can identify dominant online shopping patterns through quantitative data, while direct observation provides in-depth insight into the environmental and social factors that influence consumer behavior. Thus, mixed methods can provide a more complete and in-depth understanding of the phenomenon of consumer behavior in the context of e-commerce.

Research design

- a. Type of research, namely quantitative survey research.
- b. Approach, namely a correlational study to identify the relationship between e-commerce use and consumer behavior.

Population and Sample

- c. Population: People who use e-commerce in a particular area.
- d. Sample: E-commerce users drawn randomly from the population.

Data Collection Instrument

Questionnaire Development, namely creating a questionnaire that includes questions about frequency of use of e-commerce, motivation for shopping online, and types of products purchased.

Data collection

Questionnaire Dissemination: Distributing questionnaires via online platforms (e.g., email, social media, and websites).

Data analysis

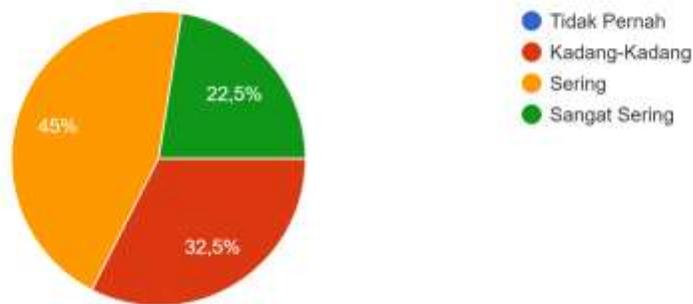
- a. Descriptive Analysis, namely calculating descriptive statistics such as mean, median, and standard deviation for observed variables.
- b. Correlation Analysis, namely analyzing the correlation between e-commerce usage variables and consumer behavior.

RESULTS AND DISCUSSION

Research result

This research involved 40 respondents who actively shop online. Based on the analysis of data obtained from the questionnaire, several main findings were found regarding the influence of e-commerce on people's consumer behavior.

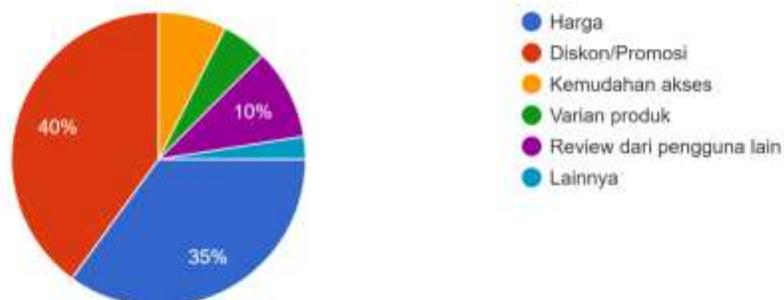
Seberapa sering anda belanja Online?
40 jawaban



Increased Shopping Frequency

Research shows an increase in shopping frequency among people who use e-commerce platforms. About 45% of respondents reported that they shop more often using e-commerce

Faktor apa yang paling mempengaruhi keputusan Anda untuk berbelanja online?
40 jawaban



Factors Driving Consumptive Behavior

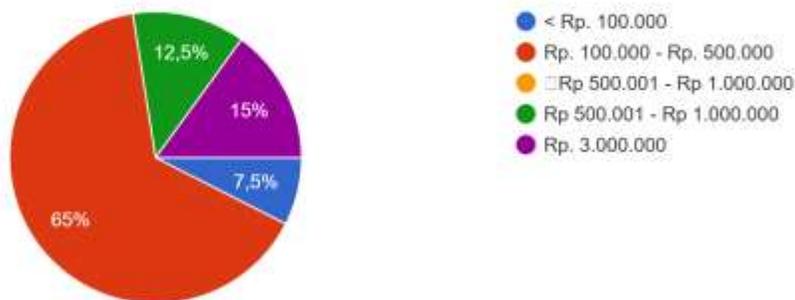
Price: 35% of respondents said that prices in e-commerce were cheaper than prices in direct stores, this was the cause of increasing consumer behavior.

Promotions and Discounts: 40% of respondents are encouraged to shop more because of the promotions and discounts that are often offered.

Ease of Access: 10% of respondents cited easy access to shopping anytime and anywhere as the main reason for increasing consumer behavior.

Product Variety: 7% of respondents feel more interested in shopping online because the product choices are more diverse than physical stores

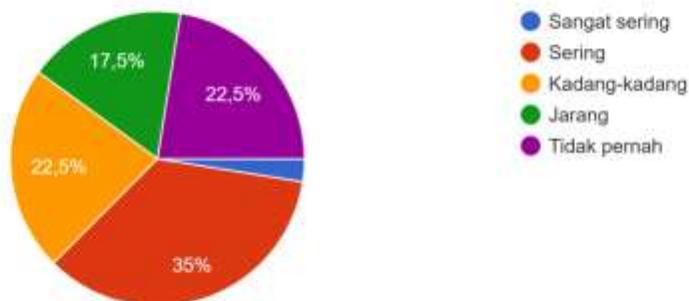
Berapa rata-rata pengeluaran anda per bulan untuk belanja online?
40 jawaban



Average Expenditure

65% of respondents stated that their spending on shopping was around Rp. 100,000 – Rp. 500,000

Seberapa sering Anda melakukan pembelian impulsif (tanpa direncanakan) di e-commerce?
40 jawaban



Ease of Access

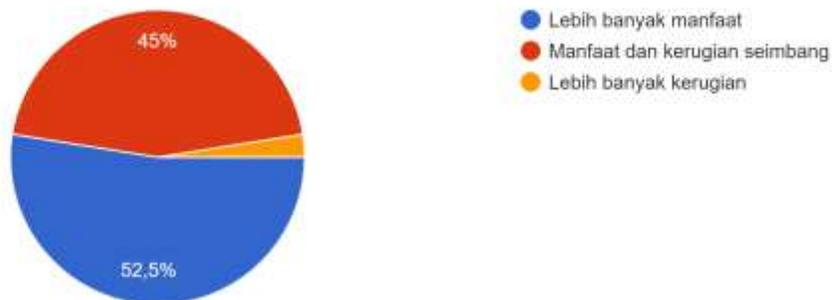
Around 35% of respondents said they strongly agreed that the ease of access to online shopping made them more consumptive

Consumptive behaviour

35% of respondents felt that online shopping made them more impulsive in making purchasing decisions and more often bought items that they had not previously planned because they were tempted by attractive offers on e-commerce

Menurut Anda, apakah e-commerce lebih banyak membawa manfaat atau kerugian dalam hal perilaku konsumsi Anda?

40 jawaban

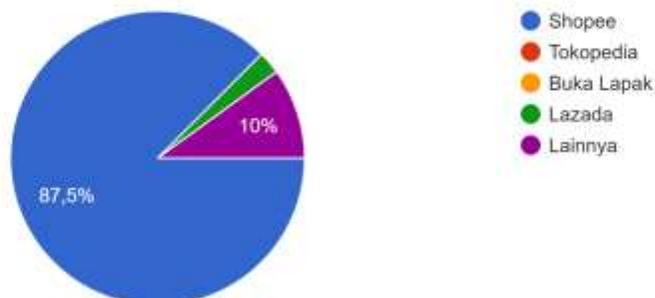


Benefits of E-Commerce

52.5% of respondents stated that e-commerce provides more benefits in terms of consumption because it can provide convenience in shopping, more affordable prices and there are many promotions, various payment methods and others

Platform e-commerce apa yang paling sering anda gunakan?

40 jawaban



Customer Satisfaction and Loyalty

Even though consumer behavior is increasing, customer satisfaction levels are also high. 87.5% of respondents were satisfied with their online shopping experience and demonstrated loyalty by frequently making repeat purchases on the same platform.

Discussion

From the results of this research, it can be concluded that e-commerce has a significant influence on people's consumer behavior. The following are several in-depth discussion points related to the research results:

Increased Shopping Frequency

The increase in e-commerce shopping frequency has become a global trend driven by various factors. The following are some of the main factors that caused this increase, namely more affordable prices, ease and comfort of access, fast and on-time delivery, using various payment methods, promotions and discounts, and other

Factors Driving Consumptive Behavior

Consumptive behavior in e-commerce is influenced by various factors related to the characteristics of the online platform and consumer shopping habits. The following are the main factors that drive consumer behavior in the context of e-commerce: 24/7 Accessibility: E-commerce allows consumers to shop at any time without being limited by physical store operating hours, Product Variety: E-commerce platforms often offer a choice of products which is broader than a physical store, allowing consumers to find and purchase items more easily, Special Offers and Flash Sales: Limited time promotions, big discounts, and special offers trigger urgency to buy immediately before the promotion ends, Cashback and Coupons: Cashback offers, coupons, and reward programs provide additional incentives for consumers to shop more, Various Payment Options: Ease of payment through various methods such as credit cards, e-wallets, and paylaters make it easier for consumers to make purchases, Installment Payments: Option to pay in installments without interest makes more expensive items more affordable and encourages the purchase of items that may not be immediately needed, Social Media and Influencers: Promotion of products by influencers and celebrities on social media can influence consumers to purchase recommended products, Free Shipping: Free shipping

offers for purchases of a certain value encourages consumers to add items to their cart to qualify.

Convenience and Comfort

E-commerce offers convenience and convenience that is hard to match with brick-and-mortar stores. The ability to shop anytime and anywhere without having to leave the house increases people's shopping frequency. Additionally, features like diverse payment methods, fast shipping, and easy return policies also add to the appeal of e-commerce.

Benefits of E-Commerce

E-commerce offers a variety of benefits to consumers, including convenience and convenience, access to a wider selection of products, competitive prices, information transparency, ease of payment, enhanced shopping experience, fast and efficient delivery, easy return policies, information dissemination fast, as well as cost and time efficiency. These benefits make e-commerce an attractive and practical option for modern consumers to meet their needs.

Impulsive Behavior

E-commerce facilitates impulse purchases with features such as one-click purchases, product recommendation lists, and promo notifications. This convenience often makes consumers buy goods spontaneously without careful consideration.

Customer Satisfaction and Loyalty

Customer satisfaction and loyalty are two critical aspects of e-commerce success. Customer satisfaction is the level of satisfaction that consumers feel after shopping and using products or services offered by e-commerce. Customer loyalty is a long-term commitment from customers to continue shopping on a particular e-commerce platform, even if there are other alternatives available. Customer satisfaction and customer loyalty are two important elements in building long-term success for an e-commerce business. Customer satisfaction is achieved through quality products, good user experience, responsive customer service, fast delivery, competitive prices, and information transparency. Customer loyalty is built through consistent satisfaction, loyalty programs, personalization, exceptional shopping experiences, effective communication, and added value and trust. Managing these two aspects well will help e-commerce businesses to retain customers and increase business growth.

CONCLUSION

From the journal presented, it can be concluded that the development of E-Commerce has had a significant impact on consumer behavior in society. Correlational studies show a relationship between E-Commerce use and consumer behavior, with key findings including increased frequency of online shopping, high customer satisfaction, and factors driving consumer behavior such as affordable prices, ease of access, promotions, and product variety. Although E-Commerce provides benefits in terms of consumption, such as ease of shopping and affordable prices, there are also negative impacts such as impulse buying and excessive consumption. Therefore, it is important for E-Commerce industry players and policy makers to develop strategies that can reduce the negative impact of unplanned consumer behavior.

Based on the findings in this journal, the following are several suggestions that can be given, namely:

1. **Consumer Education:** It is important to provide education to consumers about the importance of awareness of the negative impacts of excessive consumer behavior due to the use of E-Commerce.
2. **Responsible Promotion:** E-Commerce players can consider reducing promotions that trigger impulse purchases and focus more on promotions that provide added value for consumers.
3. **Shopping Control Features:** Development of features on the E-Commerce platform that help consumers control impulse purchases, such as reminders for careful consideration before purchasing.
4. **Increased Transparency:** Increase the transparency of product and price information to help consumers make more rational purchasing decisions.
5. **Development of Financial Education Programs:** Providing financial education programs for consumers to help them manage their finances more wisely in the context of online shopping.

By implementing the suggestions above, it is hoped that it can help reduce the negative impact of excessive consumer behavior due to the use of E-Commerce and create a healthier and more sustainable online shopping environment.

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