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THE ONLINE SHOPPING BEHAVIOR OF MANADO WOMEN

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Abstract

Technological development, especially of online media, is so rapid that it has encouraged businesses to use online tools as a venue for the production of effective marketing. Housewives in Manado who act as managers of family finances are an easy target for online products. The research problem is divided into two aspects, namely the characteristics of the online shopping behavior of Manado women and the advantages and disadvantages of online shopping. This study uses a qualitative method with 30 women workers. The results showed: 54% through online shopping sites, 23% through social media TV advertising, 14% from friends, 7% through the internet, and 2% through magazines, and newspapers. The advantages of shopping online were as follows: 43% said that online shopping prices are cheaper than the prices in shops in Manado; 40% said that online shopping has more choice; 11% said that online shopping is more practical and the rest declared online shopping more efficient, whereas 10% said that what is sent is not in accordance with the order.

Keywords: *online shopping, housewives behavior, Manado women*

I. INTRODUCTION

In the current era of globalization, the development of science and technology will progress and lead to an increasingly rapid pace of life. Globalization itself is an era in which the development of all elements in life change and progress in the world of information and technology, and communications. Failing to catch up with this development makes people "technology illiterates". This is why people are competing to innovate following the development of the existing globalization. One important component is the use of smart phones and the Internet is increasingly in demand. The internet is a communication system that is capable of connecting computer networks around the world. The internet also provides a variety of facilities that enable the user to access a variety of