

# **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. Background**

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 information. In other words, the internet provides convenience in exchange for information (Ramadhan, 2005).

Consumers are required to be smart, thorough, efficient and effective in selecting their desired product. In daily life consumers are faced with a variety of needs that are not restricted, and online shopping is often an alternative to meet the needs of consumers. Various items can be obtained online, including clothes, shoes, bags, accessories, cosmetics, and so forth. Shopping online can save time and effort. It also offers a bigger variety of products. Today many stores have started selling their products online. However, when shopping for goods offered, should have a standard and precise time according to what is desired. The competition increases seriously that the product makes consumers must more critical and careful to use a product.

Manado is a busy city with a highly advanced business development. Since the time when the Dutch occupied Indonesia, most Minahasa people have been influenced by Western culture. Education and culture brought by the Dutch have had a great impact on the local lifestyle including on the style of dressing. That is why until today Minahasa residents' dress style seems neat both for everyday and for formal events. This is why the shopping behavior of Manado people has always been standardized, both in fulfilling the needs of primary, secondary, or tertiary. It contributed to the proliferation of various trade efforts in meeting the needs of lifestyle, both online and offline.

## 1.2 Theoretical Framework

The rapid development of Manado has an impact on the public spending behavior. Moreover, the location of Manado at the edge of the Pacific Ocean leads to development of the growing city. This can be seen in the number of infrastructure development projects, increasing number of five-star hotels, even fixes tourist attractions, and so forth. Not surprisingly, since 2011 Manado has been one of ten cities in Indonesia that are a destination of MICE (Meeting, Incentive, Convention, and Exhibition). These circumstances are important for increasing trade in the city. The number of shops and outlets is increasing, offering a wide variety of products and services to cover community needs. These businesses are also required to further innovate and adapt to the development of existing technologies, with the aim to market their products and services. Moreover, every year population of Manado continues to grow and this is certainly the target of a separate market for the campaigner's effort. The table below shows the development of the population of Manado that on December 30, 2015 reached 522,022.

Years	2013	2012	2011
Men Number	210,700	209,474	206,292
Women Number	208,890	208,309	204,189
Total	419,990	419,483	410.,48

Table 1 Population of Manado People by sex

Referring to the Table 1, it appears that the population of women in the city of Manado gives an idea of its own target market for businesses. Consumptive lifestyles make women become an easy target for entrepreneurs in marketing their business. The opportunities for online shopping for women have increased, although they are confronted with various risks.

Research shows that 80% of social media users are women. Be it Face book, Instagram, Twitter, Path, or Google, and so forth, the average largest user group are women. Therefore, it is no surprise that the pattern of marketing products and services has shifted from displaying products in stores to an online system through social media. Therefore, women have become the primary target of marketing products and services. In addition, the women who consumptive life styles increasingly support the sales process online. Women in Manado are no exception. The demands of work, lifestyle, daily activities and culture become the main backdrop to the growing online shopping behavior of women in Manado.

## 1.3 The Formulation of the Problem

The focus of this study is the online shopping behavior of Manado women, concretely:

1. What are the characteristics of the online shopping behavior of Manado women?
2. What are the advantages and disadvantages of shopping online?

## 1.4 Research Methodology

Questionnaires were distributed to and interviews were held with women in Manado.

Variable operational research studies and references, variables study is based on:

- a) Convenience because one does not need to go to a store.
  - b) Completeness of information on the vendor's site.
  - c) When consumers can search for all day (24 hours).
  - d) Consumer confidence, consumer disappointment, to evaluate the next product purchase
- Consumers can visit websites or even blog accounts on social media that offer various goods and services. Online shopping activity is a new form of communication that does not need direct face-to-face contact, but can be done through a notebook, a computer, or a mobile phone connected to the Internet.

Shopping online, also known as e-commerce is one form of electronic commerce that is used for transactions between sellers or between a seller and a consumer. According to Laudon and Laudon (1998), e-commerce is a process of buying and selling products with a computer as an intermediary for business transactions. Its presence on the Internet can be identified by the presence of facilities for advertising, sales, and service support to its customers through its online store with daily operation for 24 hours. Business exchange is routinely performed by using electronic data interchange (EDI), e-mail, electronic bulletin boards, fax machines, and electronic funds transfer with regard to transactions of shopping on the internet, stock online, and obligation letter, downloads and sales of software, documents , graphics, music, textiles, and others, as well as transaction business to business (B2B).

## **II Development of Online Shopping in Indonesia**

Online shopping in Indonesia is increasing. Formerly, the Internet could only be accessed by the people of the Development State, but now the Internet is accessible throughout the world, including in Indonesia. The public flocked to virtual shops on the Internet. Shopping online is not restricted to goods, but also includes services such as banking services. Through e-banking customers can perform activities such as money transfer, payment of bills and so forth

### **2.1 How to shop online**

Online shopping can be done by window shopping online.. After choosing the desired item the buyer proceeds to the choice of the manner of payment and then after the nominal money transfer, the seller will send the goods through a courier service.

Today the procedure of online shopping can be done more easily. When buyers are interested in goods, they can make phone calls or send a text message to the seller according to the rules, or communicate via e-mail or through the social media account of the seller. Once the message is received, the buyers are usually required to transfer some money to the seller's account and the purchased goods will be sent either by courier (if the delivery area is close enough) or through the postal service.

Payment can be made either by using a debit card, credit card, pay pal, cut customer credit (for transactions via the phone), check, or COD (cash on delivery). Sellers can show their goods, so that interested buyers can examine them before the purchase. Such purchases usually make payments directly in cash. In addition to face-to-face contacts between the seller and the buyer, COD can be done between the courier and the buyer; the seller usually will only serve COD if local buyers can still be reached by the seller.

### **2.2 The Advantages of Online Shopping**

1. Buyers do not need to visit shops, boutiques, malls and so forth. Buyers simply go online and purchase the

desired item.

2. The purchase process can be done anywhere as long as consumers have access to the Internet. The selection of items can be done from home or work, so the purchase can be done without having to leave home.

Therefore, the process can save energy. Practicality side selling method used to make the buyer can work the other condiment shop online.

3. Sellers can avoid the costs of opening a store because through online shopping they can market their products via the Internet.

4. Marketing of the product can reach the whole world at very low cost.

### **2.3 The Disadvantages of the Online Shopping**

1. The existence of a time lag between the payment and the delivery of products.

2. The quality of the desired goods is sometimes at odds with the quality listed on the website.

3. The shipping cost is high and often the cost of the product. Sellers usually specify that the shipping costs are very high, which adds to the total expenditure. If the products are shipped from other countries, the buyer must pay additional taxes as well.

4. Scams are possible in which buyers send money, but goods are not shipped.

5. Vulnerable damaged or broken due to media delivery is heading.

6. Vulnerable piercing action account because the payment is done via the internet.

7. Spam after buyer registration as sellers tend to send their online catalog via e-mail to buyers and it is quite disturbing for the privacy of each buyer and seller.

### **III Discussion**

Cultural development and improvement of education provide clear standard requirements for Manado women to support their daily activities. The mindset that should appear neatly left by parent's bygone era makes women Manado highly selective in looking. This is why the shopping behavior of Manado women is quite high. If some people are more likely to choose the goods at the lowest price, is now a priority choice preferred by the quality of the cheap price bid.

The variety of proven strategies to market their products is through online sales system. Based on the research done with Manado women, online shopping has become the latest trend. Different methods were used, but the most common method was booking on the mobile phone rather than on a personal computer. Various social media often become tools for marketing products to women in particular. 42% of women in the sample used online shopping once per month, 32% twice per month and 13% once per week or more. As for the type of goods that are bought, cosmetics and fashion are the most widely purchased 48% of respondents buy cosmetic products online, 48% buy fashion products, 1% buy electronic products, 1% buys household appliances and the rest culinary.

The bad experiences of the respondents were as follows: 42% experienced a delay in delivery, 22% received a wrong item, 12% received damaged goods, 12% were scammed (they had already paid, but the goods were not delivered), and 12% had not had any bad experiences with online shopping.

The respondents knew about online shopping from various sources: 54% through social media, 23% through TV advertising, 14% through friends, 7% through the Internet (browsing) and 2% through magazines or newspapers. 43% of respondents felt that the prices in online shops were cheaper than in the shops in Manado,

and 40% felt that more variety was offered in online shop. Furthermore, 11% said that they find shopping online more practical and 6% find it more cost-efficient.

In the study the frequency of online shopping was one per month for 42% of respondents. This illustrates that the shopping behavior of Manado women is under control, and the tendency of being a “shopaholic” is avoided. Various bad experiences make it necessary to be careful when shopping online. This is why users need to be highly selective, and not infrequently sale of mouth even in social media about their trusted seller helped boost the popularity of the online sites. In addition, for women as the largest user of social media, it is easy to be tempted to shop online because of social media promotion (54%). There are various advantages of shopping online, such as more affordable prices, the convenience of payment, more variety, and saving time and effort.

The results also show that cosmetics and fashion are the major products in online shopping. This is certainly influenced by the demands of work and daily activities of Manado women, or even the existence of certain feast days that make women want to appear different Manado until later meet their needs through online shopping. Recently, the online shopping not only around the household goods, electronic equipment, but even ordering food and drinks ranging done through the process of online shopping. The online shopping behavior of Manado women has developed and is not inferior to women in other large cities, especially if supported by adequate payment facilities from banks like SMS banking, e-banking, and so forth. However, the quality of goods remains a major concern of consumers.

#### **IV. Conclusion and Suggestions**

##### **4.1 Conclusion**

Shopping online is now in great demand by all the women and Manado is no exception. Various types of products can be bought online, ranging from fashion and cosmetics to electronics, food and other goods. Online shopping has many advantages, such as lower prices and higher variety, but also several disadvantages, such as damaged and wrong goods or delays in the delivery. It is also susceptible to fraud. Almost all women in Manado have social media accounts that feature online advertising shopping with various interested promo. However, accuracy in shopping need to be considerate, to ensure that the online store completely reliable to avoid the various losses.

##### **4.2 Suggestions**

The rise of online shopping system creates a shift in the shopping behavior of Manado women. Various attractive deals from online shops exist for consumers. However, some important things need attention in order to avoid losses when shopping online. Accuracy will be items to be purchased, as well as the need to repeatedly check for goods that will buy, must be made by the consumer. While the existence of a variety of attractive promotions in stores online should be examined properly by consumers, especially women as majority of the consumers, in order to avoid their behavior or shopaholic who then makes the arrears due to the booming shopping transactions. The important think regarding online shopping must be recommended , what is the priority needed, ranging from the needs of primary, secondary, tertiary up so that consumers from excessive shopping behavior.

Moreover, in the process of shopping transactions the consumers also need to be careful. The consumer must maintain the confidentiality of personal data, especially banking data, when using a credit card. The most

secure payment method is to make a bank transfer payment if the online store can be trusted.

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