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Examining People's Shopping Behavior in Society 5.0 Era

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Abstract---The purpose of this research is to find out people's shopping behavior in the era of society 5.0. This research is expected to provide insight into the development of science in the field of management and marketing science, besides that it is hoped that this research can be used as a reference for further researchers. Provide management expertise in achieving goals in knowing people's spending behavior in the era of society 5.0. This research is expected to be a reference material and a comparison for future researchers and fulfill the requirements for obtaining a Master of Management degree at the University of National Education Graduate School. This research is expected to be useful to provide information, knowledge and add insight for students about marketing management. The results of this study can be concluded that Fashion is the type of product that is most sought after by millennials. Fashion products offered online also have more affordable prices when compared to selling prices in offline stores. Most consumers use online marketplaces (such as Zalora, Tokopedia, Lazada and Shopee) and social media (such as Tiktokshop) to shop online.

Keywords---fashion, management, marketing, product, shopping.

Introduction

Society 5.0 or society 5.0 is defined as the concept of community technology that uses the community as a center of activity and collaborates with information technology, either Artificial Intelligence (AI) or Internet of Think (IoT) to solve social problems that are integrated in the real and virtual world (Wicaksono & Fithria, 2019). The concept of society 5.0 is instant and easy work supported by available technology. In this era, is the era where robots began to be developed to help human work in all fields. To succeed in this era, it is necessary to have humans who are typically intelligent and have a high literacy culture. In short, the era of society 5.0 is technological progress that is utilized as it functions by humans who are in control (anggi trivina & ario rafni).

Japan drafted a core design of the 5th Science and Technology Basic Plan known as Society 5.0 (Fukuyama, 2018). An important goal of drafting Society 5.0 was to make society centric when economic progress and problem solving could be achieved, and everyone could enjoy a quality life (Fukuyama, 2018). The key to achieving that goal is mixing cyberspace with earth to produce quality information and share the latest figures or solutions and solve each case. The inauguration of this design was based on various social problems experienced by Japan such as the reduced level of community development, the shrinking number of productive age people, the increase in the impact of mirror houses and others (Fukuyama, 2018).

In the world of marketing itself, the arrival of data technology has had a rather big impact. Face-to-face activities that initially met face-to-face can now be minimized by video calling or telephone activities. This causes the conventional activities to decrease (De Vries et al., 2012; Scharl et al., 2005). Marketing tools such as distribution of pamphlets, banners, banners can now be distributed in digital form through electronic devices. The reason is that newspaper, magazine, and even television advertisements are not effective (Putra & Setiawan, 2022). Based on the background above, the formulation of the problem to be studied is how is the behavior of people's spending in the era of society 5.0?

Research Method

The research method used by researchers is to use a qualitative method. For Sugiyono, research procedures are objective methods to obtain information with specific objectives and benefits (Sugiyono, 2019). Determination of informants was tried by accidental sampling method. This method of collecting illustrations is used to obtain the basis of information by determining the informants in the same way. Information was obtained from informants by sharing descriptions, understandings and necessary data according to the events in this research. Further alibi is the use of qualitative research methods because researchers want to carry out observations and obtain data directly from information bases through in-depth questioning, monitoring, and information selection (Endrawati et al., 2022).

This research uses a qualitative research method that studies cases from research subjects in an in-depth way. The description of the problems in this research is tried in a detailed way which is a qualitative descriptive research method. This research was conducted on people living in the city of Denpasar. This research was conducted in August 2022.

The information base in this research uses the basic and inferior information base, where the main information is information obtained directly from the informant. The basic information in this research is residents located in Denpasar City who use the marketplace as a place to shop. Inferior information bases are information bases that are not directly received from informants, but from documents and literary novels. Inferior information gathering is attempted via the internet, postings, books and diaries.

In this research, research informants were selected using the purposive accidental sampling method where the method of collecting the sample base of this information was accompanied by special estimates, which in this research were residents who often used e-commerce as a place to shop online. The following are the names of the informants who will be interviewed:

Table 1
Research informants table

No.	Name	Region / district	Address
1.	Ni Putu Risna Umayanti	West Denpasar	Jl. Imam bonjol, Denpasar Barat
2.	Ida Ayu Putri Suandewi	South Denpasar	Sanur, Denpasar Selatan
3.	Ni Luh Putu Tary Wulandari	South Denpasar	Sanur, Denpasar Selatan
4.	Anak Agung Inta Setya Dewi	East Denpasar	Jl Nangka utara, Denpasar timur
5.	Nyoman Triadi Wijaya	South Denpasar	Sanur, Denpasar selatan

Instruments in qualitative research are researchers themselves (Sugiyono, 2010), where researchers themselves determine the focus of research, sort out research informants, carry out information collection, take into account the quality of information, analyze information, interpret information, and draw conclusions from the results found. Qualitative research is a human instrument.

Data collection techniques used in this study are: Interview is a method of gathering information that is tried by the method of meeting directly with research subjects who are directly related to the object being monitored. The question-and-answer method used in this research is an in-depth interview with a semi-organized question and answer type, where questions and answers are conducted face to face and using the zoom application, looking at the current situation during the COVID-19 pandemic with transcript of questions and answers as a guide. The observations made are to observe how the use of E-commerce as a medium for public shopping media at this time. The results of the research will be more reliable if it is assisted by the facts of the election, so that in this research the selection will be tried during question and answer and the monitoring takes the form of pictures, films and sound recordings. The selection in this research is in the form of pictures and recorded questions and answers.

According to Sugiyono (2010), information analysis is a way of searching and organizing in an analytical way the information obtained from the results of questions and answers, square notes, and elections, by mobilizing information into patterns, sorting out which ones are meaningful and what you want to learn, and make conclusions so that they are easily understood by themselves or others.

Information reduction is an activity to summarize, separate the main and meaningful things, and look for themes and patterns. This reduction in information will help researchers make it easier to find and study information. The presentation of information is tried with the aim of gathering information so that it is easier to understand, because it is arranged in a binding pattern. The presentation of information in this research is in the form of questions and answers which are then analyzed and arranged in a related unit. The collection of conclusions in this step is

temporary in nature and can be changed if no solid facts are found in the next stage of research, but if the conclusions in the research have been assisted by solid and unchanging facts, they are considered reliable conclusions.

The data validity method used in this study is the triangulation method, where the triangulation method used is source triangulation is done by examining the data that has been obtained through several sources and triangulation Technique is done by examining data that has been obtained through the same source with different techniques.

Results and Discussions

Sales on digital platforms or E-commerce use the internet as a data sharing tool. E-commerce is a system formed for advertising tools to notify objects or services to prospective customers through an electronic system (Handika et al., 2018). A wide variety of products are offered in e-commerce applications. However, most consumers use e-commerce for fashion shopping. Fashion is the type of product that is most sought after. In this millennial era, fashion is considered a mirror of modern lifestyle. Many people follow the fashion trends exhibited by several celebrities or top artists today. Fashion products offered online also have more affordable prices when compared to selling prices in offline stores (Li et al., 2012; Todeschini et al., 2017).

Marketplace is a business model where the website in question not only helps promote merchandise, but also facilitates online money transactions. A website provides land or a place for sellers to sell their products. If in an online shop there is one shop doing business, in an online marketplace there are many shops doing business. Most consumers use online marketplaces (such as Zalora, Tokopedia, Lazada and Shopee) and social media (such as Tiktokshop) to shop online. Because the marketplace offers various product discounts and free shipping vouchers.

Cultural factors are the causes of the most basic desires and behaviors that grow in a society, by learning the basic values, perceptions, habits that develop in that environment (Kotler & Armstrong, 2008). Culture can be in the form of physical objects, ideas, beliefs, and habits that develop in the community. Habits that have become a culture in society can determine consumer behavior and become a factor in someone's consideration in consuming a product. Culture is a determinant of desire and behavior which is reflected in the way of life, habits and traditions in the demand for various goods and services (Syafirah et al., 2017). The results of research conducted on consumers of online products get factors that influence consumer behavior which are included in the category of cultural factors, namely the celebration of special moments.

The celebration of the moment becomes a purchase motivation, causing consumers to decide to choose the product. The moment is certainly celebrated because it only takes place once a year such as birthday celebrations, Eid al-Fitr, Galungan and other celebrations. This is what makes a moment has a very special value for those who celebrate it (Mont, 2002; Tukker & Tischner, 2006).

Several informants, namely K1, K2, and K3 informants decided to buy online products to celebrate special moments as gifts or hampers. Celebrations of special moments are often celebrated by giving something. It is incomplete if the celebration is not accompanied by the giving of gifts.

Personal factors are factors that arise from consumers or personal business owners. Everyone's personality is different. This causes the needs or motivations that arise also vary from one person to another. The findings of factors that influence consumer behavior that fall into the category of personal factors are lifestyle.

Every era, human lifestyle has developed. Likewise with the lifestyle of urban communities, especially in the city of Denpasar. The existence of social media is also an influence in bringing up new habits for its users. Lifestyle describes the personality of a person who interacts with his environment (Luthfianto & Suprihadi, 2017). The digital age is shaping a new lifestyle, especially among millennials. People easily want something because of what they see on social media. This interest appears driven by an eye-catching display. Exposure to social media that continuously creates new patterns of behavior in today's society.

The results showed that one of the K4 informants decided to make a purchase because they created content and posted it on social media. This kind of lifestyle develops and becomes a habit for millennials. This is an indirect benefit for online shop owners without having to pay endorsements.

In addition, hedonism lifestyle by following trends to fulfill one's curiosity about the products offered. Curiosity will continue to exist before consumers can feel the product. The results of the study show that K5 informants buy products online because they follow the trend of a brand. The popularity of a product at certain times can be a magnet to create curiosity for consumers to try it. Products that are trending among the public will certainly get more attention in the eyes of consumers. A great desire will appear in the minds of consumers until consumers can actually feel the product directly.

Psychological factors are the most influencing factors for consumer behavior, especially in purchasing decisions. One of the most common incentives used by every business owner in attracting consumers is to provide promos. The promos offered are distributed through advertisements on television or social media such as Instagram or Tiktok to

be known by customers. Instagram and Tiktok are media used by online business owners in offering their products and in terms of promotion. This has proven to be a magnet to attract consumers. Promos are not only given at certain moments, but many customers ask to get promos from business owners with comments during Live Products. Every promotion that is carried out will usually result in an increase in purchasing decisions (Sutrisno & Haryani, 2017). Based on the results of interviews with the five informants, all consumers who buy products online because of discounts or rebates or commonly called flashsales and coupled with free shipping. Promotional impulses are indeed a powerful weapon for a brand to introduce products or maintain brand sustainability in order to keep a place in the hearts of consumers. If you buy through an online application, it is cheaper than buying directly at the store. This is because there are discounts or flash sales offered as well as free shipping vouchers.

According to Kotler and Armstrong's theory, the purchasing decision process consists of five stages, namely need recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior (Kotler & Armstrong, 2008). The buying decision process that every consumer goes through is different.

a) Purchasing Decision Process 1 (2-1-4-5)

The stages of the process carried out by consumers in the purchase decision process 1 are Information Search - Recognition of Needs - Purchase Decisions - Post Purchase. Consumers initially get information on brands that are trending among fashionable people. They do not have a need for the product so they have not decided to buy. After seeing the product from the brand that is trending good, then the consumer makes a decision and finally buys the product. Consumers buy products, of course, judge the quality of these products from buyer reviews. At the last stage, consumers feel happy because the product they buy is worth it.

b) Purchase Decision Process 2 (1-2-4-5)

Stages in the purchase decision process 2, namely Recognition of Needs - Information Search - Purchase Decision - Post Purchase. Consumers know there is a need for the product they are looking for. By searching for information, consumers can find out the quality of the product they are looking for by looking at buyer reviews in every existing online store as well as existing discount and free shipping offers. When the information is deemed sufficient, consumers decide to order and make a purchase. The last stage, when the product comes according to consumer expectations, the consumer will make a purchase again at the store.

In its activities, e-commerce uses delivery services to send its products to consumers. Based on the results of interviews, most sellers on e-commerce applications send their products through expeditions such as JNT, JNE, Shope Express, and other expeditions. This is because consumers come from various regions from Sabang to Merauke. However, before the product is shipped, the consumer is required to fill in the payment options that will be used to purchase the product. Based on interviews with the five informants, where the payment method in e-commerce has many choices such as Paylater, COD, Bank Transfer, and COD.

E-commerce is a process of buying and selling products electronically and from company to company by utilizing internet and computer networks. In addition to the ease of transacting, e-commerce also has drawbacks in the eyes of its users. Based on the results of interviews, the ease of shopping online makes consumers more efficient in their time and energy in finding the products they want without having to come to stores directly, using only cellphones, they can visit several online stores in a short time. In addition, many discounts are offered in online shopping such as free shipping vouchers and flashsales. This is what makes consumers prefer shopping online rather than going to a direct store (Turley & Milliman, 2000; Ha & Stoel, 2009).

However, there are difficulties in shopping online where it is difficult to make payments through ATMs if banking errors and sometimes e-commerce applications crash instantly. With e-commerce applications, consumers can save time, energy and costs as well as a wide selection of products. In addition, the existence of discounts and free shipping is an attraction for consumers to shop online.

Conclusion

Based on the results of the analysis and discussion, the following conclusions were obtained: The results of this study can be concluded that Fashion is the type of product that is most sought after by millennials. Fashion products offered online also have more affordable prices when compared to selling prices in offline stores. Most consumers use online marketplaces (such as Zalora, Tokopedia, Lazada and Shope) and social media (such as Tiktokshop) to shop online. Consumer behavior is influenced by several factors, namely: Cultural Factor, consumers decide to make purchases that are influenced by cultural factors due to special moment celebrations such as birthdays, Eid al-Fitr and Galungan. Personal Factor, consumer purchase motivation is influenced by personal factors, namely lifestyle, such as creating content and posting it on social media and following the trend of a brand. Psychological Factor,

psychological factors influence consumer behavior, especially purchasing decisions the most. Where there are promos that attract consumers such as flashsales and free shipping vouchers. The stages of purchasing decisions in this study were found to be in two stages, namely: Purchase Decision Process 1, Information Search – Need Recognition – Purchase Decision – Post Purchase. Purchase Decision Process 2, Recognition of Needs - Information Search - Purchase Decision - Post Purchase. In its activities, e-commerce applications send their products through expeditions such as JNT, JNE, Shopee Express, and other expeditions. Before the product is sent, payment methods in e-commerce have many choices such as Paylater, COD, Bank Transfer, and COD. The convenience of E-commerce makes consumers more efficient in time, effort and cost. Meanwhile, the difficulty is, where it is difficult to make payments through ATMs if banking errors and sometimes e-commerce applications crash instantly.

Suggestion

Based on the results of this study, it can be suggested to do further research, can continue research by examining consumer behavior other than purchasing decisions. This will further enrich the research results by taking other research focuses.

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