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The Correlation Between Consumer Behavior And Online Shop In Micro, Small, Medium Enterprises (MSMEs)

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Abstract: The development of the digital world is currently growing rapidly. In this digitalisation era, it is important for every owner of Micro, Small, Medium Enterprises (MSME) to understand consumer behavior when they buy a product before they release their own products to the market. Therefore, every MSME must adjust its marketing strategy by using an online system to sell its products. Shopping through online media is now starting to become a habit for the general public because of its convenience. The purpose of this journal is to give knowledge to the public about the correlation between consumer behavior and online shopping.

Keywords: Consumer Behavior, Marketing Strategy, Micro-Small-Medium Enterprises (MSME), Online Shopping.

INTRODUCTION

We frequently do or come across a purchasing and selling transaction of a product in our daily lives, whether directly at a market or other shopping location or indirectly through an online store. The majority of individuals believe that shopping online is a faster and more efficient approach to get necessary items such as groceries and other necessities.

The term "online shopping" refers to a consumer's willingness to spend money in order to receive desired goods from an online store. As a result, every online store must assess the factors that influence consumer behavior in order to retain repeat customers and attract new ones.

Initially, MSMEs were a traditional form of company, requiring sellers and consumers to undertake purchasing and selling operations face to face. However, as consumer behavior shifts toward greater emphasis on digitalization and online shopping, sellers, in this case MSMEs, must be ready to adapt. One way to do so is to begin implementing online system-based marketing strategies for their products and services.

The Covid-19 pandemic crisis has also become the main driving force that has changed people's consumption behavior in their purchasing activities. From doing conventional transactions to online transactions using various technological devices. Consumers of all ages are now accustomed to

online purchasing. Therefore, MSME business owners must alter their mindsets in order to capitalize on changing consumer behavior by shifting the focus of sales to online platforms. MSMEs must be proactive in their sales strategies through the use of websites, social media, and e-commerce. To offer products via digital platforms, one must first understand the characteristics of its platforms and the characteristics of the consumers who would use it. This would be needed to ensure the strategy is precisely implemented.

Dean McElwee, Kellogg's European E-Commerce lead, explained that "e-commerce has become much more popular", during the COVID-19 pandemic. Jeannette, Isobar's Brand Marketing Lead, also addressed how to quickly adapt an online strategy and quickly switch online during a pandemic. It is very important for businesses such as MSMEs to adopt business process reengineering as "e-commerce is not just a project, but is a method".

The circumstance that developed during the COVID-19 pandemic has opened up the insight of the community and traders to carry out business activities through electronic transactions with a digitalization system. Traditional markets enter marketplaces to market their products for online sale, and some retail traders even sell themselves online through social media platforms such as Instagram, Facebook, Twitter, and WhatsApp groups. They provide cash on delivery promotions to attract customers to purchase their products (Harahap, 2020a).

Due to the limited scope of MSMEs, such as traditional market traders who rely on buyers or consumers to come to their business locations, which is not effective, particularly during the current coronavirus outbreak, people will limit their activities either through social distancing or physical distancing. The community, offices and companies conduct their routine work through work from home activities. This opens up opportunities for traditional traders in the market, small traders and others through an online system to meet consumer shopping needs without having to go to the market or to a direct location (Harahap, 2020b).

MSME business activists, such as traditional traders, must be able to capitalize on the current pandemic situation in order to survive and even expand, by online marketing and promotion. Many consumers tend to be afraid of leaving the house for activities and shopping, despite the fact that they require products such as food raw materials for their daily needs (Harahap, 2020).

LITERATURE REVIEW

Marketing

Many people think that marketing is the same as selling and advertising. However, some still believe that marketing is an activity that must be done by making a product available in stores, managing consumers, and maintaining product inventory for further sales.

In fact, marketing encompasses all of these elements, and possibly even more. Marketing is essential to a company since it is used to achieve company goals and ensure that they are in accordance with expectations, allowing the company to continue to exist. The following is the definition of marketing according to experts:

1. According to William J. Stanton, Marketing is a system of business activities aimed at planning, pricing, promoting, and distributing goods or services that satisfy needs both to existing and potential buyers.
2. According to Buchari Alma, marketing a product entails more than just offering or selling them. It encompasses a wide range of processes such as purchasing, selling, in all kinds of ways, shipping, sorting, etc.
3. According to Kotler, Marketing is a social process as individuals and groups can obtain what they want and need by creating, offering, and freely exchanging products of value with other parties.

Based on these various opinions, it can be concluded that marketing is an activity carried out by humans to fulfill their needs and desires through an exchange process, because this business activity is designed to distribute goods to consumers, both sellers and buyers. Many people think that marketing is the same as selling and advertising. However, there are also those who still believe that marketing is something that must be done by making a product available in stores, managing consumers, and maintaining product inventory for further sales.

Marketing Strategy

When it comes to marketing, every company must have a strategy that supports it in order to maintain and increase the level of profit. Therefore, a good marketing strategy is required to maximize the opportunities that exist in marketing. In essence, a marketing strategy is a form of a

comprehensive and directed plan in the marketing field to obtain an optimal result.

Each company must take certain steps to accomplish its goal. For instance, a company which want to sell its products to consumers must take the proper steps, as many new competitors have emerged outside the organization, moreover the products offered provide lucrative benefits.

These competitors are referred to as our obstacles (barriers) to consumer sales. A company is seen as being able to successfully implement its marketing plan if its products were able to provide satisfaction to consumers. The more people who accept the offered products, the more satisfied they are, implying that the strategy has been quite successful.

The following is the definition of marketing strategy according to experts:

1. According to Kotler, marketing strategy is the primary method that will be used by business units in achieving predetermined targets, which include key decisions regarding the targeting market, positioning product, marketing mix and required level of marketing costs.
2. According to Kurtz, Marketing strategy is the company's overall program in determining the target market and satisfying consumers by building a combination of elements of the marketing mix; product, distribution, promotion, and price.
3. According to Winardi, the marketing strategy used by the company is the result of the integration of various marketing elements. Based on some of these opinions it can be concluded that marketing strategy is a set of targets and goals accompanied by a creative and innovative mindset, in the face of trends that occur both inside and outside the company, which can affect the future interests of the company itself.

Marketing Mix Strategy

Marketing mix is a strategy that is commonly used by every company when assessing the product and service offerings for consumers by combining several marketing elements.

1. Product

Product is the major element of an offer, as it is something that has functional value that people can utilize. In this case, keep in mind that a company must carefully define its products, starting from considerations of value, function, and quality, in order to meet the needs and desires of every consumer.

2. Place

Place is a distribution channel (trade) which refers to the location where the product is available. Trade channels are used to distribute products to reach consumers and also to serve the target market. Consumers can buy products either directly by meeting and interacting between sellers and buyers, or indirectly by using online sites.

3. Price

Price is the value that will be received in exchange for the product. When setting the price, we must consider the benefits and disadvantages of charging consumers a high or low price. Additionally, we have to develop a strategy regarding price discounts, distribution costs and various related variables in order to enhance our strategy.

4. Promotion

Promotion is an element used to inform and persuade the market (consumers) about the products offered by a company through advertisements, business exhibitions, event sponsorships, personal selling, sales promotions, and publications. Promotion is a method of communication between customers and companies.

Online Marketing Strategy

Given the sophistication of technological advancements, the most effective marketing strategy at the moment is to utilize an online system. Basically, online marketing is the practice of product marketing that happens to make use of internet-based media. However, online marketing does not have to be done through a website; it can also be done through an application or platforms (online store) connected to the internet. The benefits of marketing with an online system are:

1. In terms of marketing, there is no need to open many branch offices.
2. The costs incurred by the company can be minimized.
3. Make it easier for consumers to buy the product.

Consumers behaviour

The concept of consumer behavior is continuously developed through various approaches. To understand consumers we need to develop suitable marketing strategies, as well as understand the cognitions, influences, behaviors and events around them that affect consumers. The following is

the definition of consumer behavior according to experts:

1. According to Engel, Blackwell, and Miniard, understanding consumer behavior entails comprehending both the direct actions consumers take to obtain, consume, and spend products and services, as well as the decision processes that precede and follow these actions.
2. According to Mowen, consumer behaviour refers to a person's actions when obtaining, consuming, and disposing of products or services.
3. According to Hawkins, Best and Coney, consumer behavior is a study about how an individual, group or organization conducts the process of selecting, securing, using and discontinuing products, services, experiences or ideas to satisfy their needs for consumers.

Consumer Behavior and Marketing Strategy

Consumer behavior and marketing strategy are inextricably linked, as marketing strategies are typically aimed at increasing the frequency (possibility) of consumer behavior, such as increasing visits to specific stores or purchasing specific products. This can be accomplished through the development of the marketing mix.

Understanding and considering consumer behavior is critical when developing a marketing strategy. As a result, the more information we have about consumers, the more likely we are to develop a marketing strategy with a high success rate.

The marketing strategy that we developed and implemented for the company yields considerable influence over the broader community (consumers). This strategy is implemented not only by adapting to consumers' needs, but also by changing their perceptions and feelings about themselves, about various types of offers, and about the relevant circumstances for purchasing and using the product.

Online Shopping Behaviour

Online shopping or what we often call E-Commerce is a process of buying and selling transactions carried out through media in the form of online buying and selling sites / applications or other social networks that provide products for sale. Currently online shopping has become a habit for most people in the world, because of the many conveniences provided. The online shopping process can be done by ordering the desired items through an online shop using the internet. Furthermore, the payment itself can be done by transferring via bank, e-bank, or COD (Cash on Delivery).

The growth of e-commerce in Indonesia has increased along with the number of internet users, even in 2020 internet users in Indonesia are predicted to increase to 215 million users. Thus, do not be surprised if the increase will have an impact on the e-commerce market value in Indonesia.

The impact of increasing online shopping (e-commerce) causes online shops in Indonesia to show very significant developments every day, shopping online is not only monopolized by product shopping, but also services provided such as banking which introduces e-banking method payments. Through e-banking, customers can carry out activities such as transferring money, paying bills for electricity, water, telephone, internet, buying credit, paying tuition fees and so on. This is what makes consumers tend to prefer shopping online because of the ease of access provided.

The factors that people prefer to shop online can be summarized into several types, namely the categories of convenience, information, available products and services, cost and time efficiency. Therefore, online shop business owners must have and carry out the right strategy, so that they can attract internet users who have not made purchases through online media interested in making these online purchases, and can retain the customers they already have.

In addition to strategies in marketing, companies must also create promotional strategies that could attract consumers' interest. The majority of online shops in Indonesia are social media users such as Facebook and Instagram to promote the products they sell.

However, there are also those who use the services of famous celebrities to promote their products. The trick is to ask the celebrities to promote the products that we will sell through their personal social media accounts, this promotion method is often known as Endorsement. In this way, online shop entrepreneurs hope they can attract consumers who buy their products.

RESEARCH METHODS

The research method is a scientific way to obtain data with specific purposes and uses. Research generally aims to find out and find something new about a problem or phenomenon that occurs in an object. The qualitative research method was chosen because it has an emphasis on a natural environment, induction, flexibility, direct experience, depth, active participation from participation and interpretation (Rusilowati, 2019). In this study, it is used, which emphasizes descriptive analysis based on direct social interactive results in understanding the symbols used for all sources, the environment and the situation in which the research is carried out (Raco, 2018: 20-21). To get a deep understanding, the author refers to the theoretical perspective that underlies the qualitative method, in this case there are five things in the perspective of the qualitative method, as stated by Moustakes and Potton (Raco, 2018: 80) the perspective of the qualitative method consists of Phenomenology (Phenomenology), Symbolic Interaction, Ethnography (Ethnography), Heuristics (Heuristic Inquiry) and Hermeneutics (Hermeneutics). In this study the author uses the perspective of the Phenomenology (Phenomenology) method, where the definition and characteristics of phenomenology, philosophical assumptions begin by interpreting where the right position is in the research process and thinking about how to write them actively into a research Creswell (Kholifah, 2018: 117), assumptions philosophy is the guiding paradigm behind Denzin & Lincon's qualitative research (Kholifah, 2018: 120), the position of the phenomenon study is the framework of constructivism interpretation, social constructivism is often described as Denzin & Lincon's interpretivism in Creswell (Kholifah, 2018: 121) constructivism interpretation framework is to make as many views of the participants as possible about a particular situation and interpret these meanings socially and historically. In compiling this paper, the author uses a research design in accordance with the main research conducted based on Borg and Gall (Widi, 2018: 250-253) as follows: Research and Information Collecting, at this stage, researchers will identify by conducting needs analysis, conduct a literature review and identify things that are likely to cause problems that have an impact on the need for development or new models in research. Data collection can be done by means of surveys, FGD (focus group discussion)

Data Analysis Techniques Data acquisition in qualitative research can be done by means of interviews, the data that has been collected and then analyzed, but before that the researcher will do a re-review by reading all the texts that have been made in a narrative which is then summarized and eliminate duplications, followed by making coding or classification. The results of this coding will produce general patterns or themes. The stages in making a purchasing decision start from the introduction of a problem, searching for information through the brand or product, evaluating alternatives, purchasing decisions, to post-purchase behavior. Researchers believe that there is a relationship between consumer behavior and online stores in micro, small and medium enterprises

RESULT AND DISCUSSION

Micro, Small, and Medium-Sized Enterprises (MSMEs) are businesses that generate numerous jobs, contribute to economic growth, strengthen the local economy, and aim to elevate people's income. MSME refers to a self-contained economic enterprise that operates alone or through a business entity that is not a subsidiary or branch of a larger enterprise.

In 2016, the number of MSMEs in Indonesia reached 61,651,177 units. In the East Java region itself, there were 6,825,931 MSMEs spread across all regencies and cities. With a significant number of MSMEs in East Java, it is expected to be able to absorb a large workforce of approximately 11,117,439 workers. (Renny Oktafia, 2017:88).

On the basis of these data, we may deduce that the capacity of MSMEs to absorb workers is quite high. This will help governments in reducing Indonesia's unemployment rate. Therefore, the government must also help in the development of MSMEs, as the role of MSMEs will become increasingly essential in the current and future eras of globalization, namely as one of the sources of the economy in Indonesia.

MSMEs must be able to develop in the current digital era, as they are an important source of the economy. Considering the large number of internet users in Indonesia, which totals 143.26 million individuals or 54.7 percent of the total population, meaning 266,794,980 people in 2017. Therefore, currently many MSMEs are switching to using the internet as a medium in marketing the products they sell. One type of marketing that is used on the internet is viral marketing. Viral marketing is a marketing strategy model by word of mouth through a marketing message using internet media, so

that it has the potential to create rapid sales growth like a virus through the message. The message is usually spread through social media platforms such as Instagram, Facebook, and marketplace. This marketing method is very suitable considering the ever-changing consumer behavior in buying a product.

Therefore, MSMEs should not only focus on selling one type of product, but also sell products that are often sought after and become the needs of consumers. Nowadays many people choose to shop online instead of going to conventional markets or shopping offline. In Indonesia, there are various e-platforms that offer various types of products from MSMEs through online shop applications, such as Lazada, Blibli, Tokopedia, Shopee, Bukalapak, Zalora, and so on.

As we know, each e-platform has its own advantages. So, every MSME must be able to identify which e-platform is most ideal and appropriate for selling the products they will market in order to generate optimal profits through e-commerce. Therefore, now MSMEs can increase their sales and choose which e-platform is right for the products they sell. In addition, each consumer can compare the prices of products sold by one application (e-platform) to another. Consumers can also choose an application that suits their needs and consider which application they will make their online transactions through. According to the discussion above, there are several things that must be met so that business actors can survive and even lead in the competition, namely:

1. Use the Direct-To-Consumer (D2C) method to conduct business online.
In conventional business methods, distributors and retailers act as intermediaries between sellers and buyers. However, in a business using the D2C method, sellers can directly reach their consumers through online stores and marketplaces that are easily accessible via smartphones and websites. The price of the product or service offered can also be cheaper because it reduces costs for intermediaries.
2. Use digital payments
Changes in consumer behavior in online shopping include the desire to transact practically, easily, and quickly. That is why, business actors can meet consumer needs by adopting digital, cashless, and modern payments.
3. Migration to cloud computing solutions
Business digitization also means minimizing expenses and staying ahead of the competition. That's why businesses need to adopt technologies, such as cloud computing, that can cut costs while increasing your business performance. Cloud computing, or technology for storing and accessing data and programs over the internet from a different location or using a computer from a computer hard drive. By using cloud computing technology, business actors can access data or programs anywhere, anytime, and with any device so that it is expected to have an impact on cost, energy, and operational time efficiency. This technology even allows businesses to remain easily tracked and accessible, even if you have to implement Work From Home (WFH).
4. Create an online store through an e-commerce platform
Several large e-commerce sites in Indonesia make it easy for business people who want to run a business to be able to sell at available stalls. By having an online store as a partner in the e-commerce platform, beginner MSME players who do not have business experience will be greatly helped. The various platforms have the same goal, which is to make it easier for MSMEs to sell their products, ranging from products such as clothing, handicrafts to food and beverages. The e-commerce platform also offers various marketing programs that can be utilized by MSME actors. In addition, you also don't need to take care of a business license, waste a lot of money on promotions, to manage the bookkeeping of the business you are doing.
5. Utilize social media for digital marketing.
According to a Bank Indonesia survey conducted in March 2021, 27.6 percent of MSMEs reported an increase in sales. While the remaining 72.4 percent showed stable sales as a result of a digital marketing strategy. There are now numerous social media platforms, including Facebook, Twitter, Instagram, and TikTok, that serve as platforms for not only sharing status updates, photos, and videos, but also for marketing businesses. Since last year, the number of MSMEs on TikTok has increased significantly.

CONCLUSIONS

Based on the sources we've collected and discussed above, it can be concluded that customer behavior is constantly changing in accordance to the wants and needs. The majority of consumers choose to do online shopping due to the numerous conveniences. Since there are an increasing number of online shopping enthusiasts, every MSME uses an online system to market their products, namely by selling their items through numerous e-platforms (applications) in collaboration with MSMEs.

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