

## Changes in People's Habits from Conventional Shopping to Shopee E-commerce In Padangpanjang City, West Sumatra Province

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### ABSTRACT

This research is entitled Changes in Community Habits from Conventional Shopping to Shopee E-commerce in Padangpanjang City, West Sumatra Province. The purpose of this study is to explain the factors that cause changes in shopping activities and how the form of change that occurs due to shopee E-commerce shopping habits. The theory used in this research is the modernization theory of Talcott Parsons. Talcott Parsons defines that the development process carried out by developing countries today can be achieved when following the process carried out by developed countries, distinguishing between "modern" and "traditional" where technology plays a key role in this theory. The method used is a qualitative method with data collection techniques of observation, interviews and documentation. The results of this study discuss the factors that cause changes in conventional shopping activities to shopee e commerce shopping, namely E-commerce as a shopping forum for the community, people's consumptive behavior, and people's hedonism style. The occurrence of factors that cause changes in E-commerce shopping has an impact on forms of change such as changes in shopping activities, changes in shopping places, and changes in payment procedures.

**Keywords:** *Change, Society, E-commerce*

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### INTRODUCTION

Developments in the world of information communication and the internet have progressed a lot, especially in the business sector. There are many online-based sites and applications that have sprung up to facilitate all activities among the community. The rapid development that occurs also reaches the stage of any goods or services needed and desired by the community can be reached more easily. E-commerce sites and applications are one way for people who want to sell and buy goods or services. The term online shop is often called E-commerce, in terms of language, an online shop consists of two syllables, namely shop and online.

Online shopping has now become a trend and shopping phenomenon among the people of Indonesia. Shopee is one of the E-commerce industries engaged in E-commerce

applications through smartphones Shopee is an industry under Sea Limited (formerly Garena) founded by Forrest Li.

Shopee was first launched in Singapore in 2015. The Shopee industry was originally launched as a consumer-to-consumer (C2C) marketplace, but with the current development of the company, Shopee has been launched as a well-known E-commerce platform. Since there is a shopee platform, people's habits and culture in shopping have shifted from buying basic necessities directly to visiting stores to visiting online stores such as the Shopee application platform. Tabah Hati (2021: 35) explains that no culture is static, culture develops or is dynamic with the times.

Shopping activities to the market are not only to buy necessities, but there are social interactions between traders and buyers, negotiations, and up to the emotional closeness between sellers and buyers. But now by using smartphones, people can order and shop for the needs they want and can also be delivered to their homes, without having to go to the market like the culture of the previous community. This is due to the convenience offered online. Pujileksono (2015: 247) states that new inventions such as the discovery of new ways of working, new principles or new ways of working by an individual are then accepted by others and become the property of society.

The shopping habits of the Padangpanjang community are currently changing due to the conveniences offered by the shopee E-commerce platform by using smartphones, people can shop directly without having to go to the market, which makes people switch from conventional shopping to E-commerce shopping. Padangpanjang people have now followed the development of more modern technology where people choose to use the shopee application as a shopping platform to meet their needs.

## **METHOD**

The type of research used is qualitative, with qualitative methods to obtain data that contains meaning. Qualitative methods can significantly influence research (Sugiyono, 2012: 3). While the object of this research is the Change in Conventional Shopping Habits to Shopee E-Commerce Shopping in Padangpanjang City, West Sumatra Province. The data sources used are primary and secondary data. Then the data collection techniques are field observation, interviews, and documentation. Finally, to analyze the data using several stages, namely data collection, data reduction, data presentation, and conclusion drawing.

## **FINDING AND DISCUSSION**

### **A. Profile of Padangpanjang City**

#### **1. History of Padangpanjang City**

Padang Panjang was made into a municipality whose territory included Padang Panjang, Batipuh and X Koto which was domiciled in Padangpanjang after the Proclamation of Independence of the Republic of Indonesia to run the wheels of government. During the Dutch military aggression, Padangpanjang City had become the temporary government center of Central Sumatra after Padang City was controlled by the

Dutch in 1947 (Padangpanjang City Government Website). Padangpanjang City is one of the smallest cities in West Sumatra Province. This city has a strategic position because it is located in the regional cross between Padang City and Bukittinggi City. West Padang Panjang sub-district has an area of 975 hectares with 8 villages and East Padangpanjang sub-district has an area of 1,325 hectares with 8 villages (Official Website of Padangpanjang City).

## **B. History of Padangpanjang Conventional Market Shopping to E commerce Shop Shopping**

Conventional Markets At this time the market is still maintained by the community in various regions, one of which is in the Padangpanjang central market where the wheels of social and economic rotation of the community are still running, where people shop directly to conventional markets to meet the needs of life, especially clothing. Shopee was first launched in Singapore in 2015. The Shopee industry was originally launched as a consumer-to-consumer (C2C) marketplace, but with the development of the company today, Shopee has been launched as a well-known E-commerce platform. Since there is a shopee platform, people's habits and culture in shopping have shifted from buying basic necessities directly to visiting stores to visiting online stores such as the Shopee application platform. Tabah Hati (2021: 35) explains that no culture is static, culture develops or is dynamic with the times.

As the times progress the needs of life are increasing, the needs of human life are numerous. We do not doubt the anthropological proposition that humans are individual beings who have needs that are brought to be satisfied, nor that consumers are free, conscious beings who should know what they want (Baudrillard, 2004: 74).

The development of information technology has had an impact on changes in the shopping activities of Indonesian society into online shopping. Online shopping activities are rife among the public as in the following interview: Based on an interview with Mrs. Yeni (57 years old) as the Padangpanjang Market Office:

People now prefer to shop online because there are several things, especially in 2019 because of the Covid-19 outbreak, when it greatly affected the habits of the people who previously bought at the market because there was an outbreak, they had moved to online shopping (Interview: Yeni, May 30, 2024).



**Figure 4.1 Interview with the Market Office**  
(Documentation: Fira Saswita, May 30, 2024)

From the interview above, it can be explained that the outbreak that occurred in 2019, namely covid-19, had the most effect on changes in shopping habits, the government prohibited physical contact and prohibited crowded places. Therefore, the market became one of the places that closed when Covid-19 hit.

Talcott Parsons in (Narwoko and Suryanto, 2004: 22) explains that technology will gradually create a new living environment. The change towards modern is not only seen from the new aspects of life, but aspects of the past are also affected by modernization. Talcott Parsons defines the quality of the difference between "traditional" and "modern". Technology plays an important role in development theory because it is believed that technology introduced and developed by developed countries to lower countries will spur economic growth.

Basically, changes caused by technology, advances in information and communication technology, especially the internet, facilitate what is needed in the business and trade sector. Technology serves to facilitate the activities and processes of human activities. Initially, shopping activities were carried out face-to-face between buyers and merchants and payment transactions using coins or banknotes, at this time buying and selling activities are carried out flexibly anytime and anywhere using smartphones where the payment process already uses electronic money such as digital money or e-money and credit cards.

### **C. Factors Causing the Change of Conventional Shopping Activities to E-commerce Shopping in Padangpanjang Central Market**

E-commerce shopping is a serious issue to consider for consumers for shopping activities which have more convenience than conventional buying and selling. Here are some factors that cause changes in conventional buying and selling:

#### **1. E-commerce as a Shopping Platform for People**

The development of information technology has an impact on changes in the shopping activities of the Indonesian people, especially the people of Padangpanjang,

from conventional shopping to online shopping. The development of technology slowly but surely shifts the shopping culture of people who previously used traditional shopping to online shopping. Talcott Parsons in Kumba (2019: 26) focuses heavily on the qualities that distinguish between "modern" and "traditional". In this perspective, it can be seen that people's culture such as shopping to the market and conventional transactions become a view that it is the concept of "traditional". In developed countries it is rare to find that they still shop in conventional markets like in developing countries, they prefer shopping through E-commerce platforms that are able to shop even outside their country.

## 2. Consumptive Behavior of Society

Anggarasari (1997) explains that the number of goods and services on the market will certainly affect the goods and services offered by the community, so that this directly or indirectly causes purchasing power and consumptive nature.

Consumptive behavior itself is defined by Solomon (2002: 453) as a study of the process of connecting selected individuals or groups to the purchase, use of products, ideas, or experiences to satisfy needs and desires as the following interview:

*"Because there is an online shopping application, people often shop because of the large variety of new and unique items, so the desire for people to shop is greater. What is seen is bought because of the many items offered, and there is no need to shop at the market anymore"*



**Figure 4.4 Interview with the people of Padangpanjang**  
(Documentation: Fira Saswita, July 20, 2024)

Based on the interview above, it can be seen that the rapid development of the industry has made the supply of goods in the community abundant. That way people are easily attracted to consume goods with many choices available, this, if not controlled, will become a cultured consumptive pattern. The cultured consumptive behavior of society is motivated mainly by needs and lifestyle. Lifestyle according to Kotler (2009: 210) translated by Bob Sabran says that lifestyle covers various aspects of a person's life, including activities, interests, and opinions.

### 3. Hedonism Style

Hedonism according to Susianto (1993: 56) states that a lifestyle that controls actions to pursue life's pleasures such as playing more often, being satisfied with city dwellers, being content to buy expensive goods to satisfy satisfaction, and constantly being the focus and center of attention.

The hedonistic lifestyle that likes to buy and follow the world of fashion by shopping for branded goods will be one of the factors that influence the interest of individuals or communities to go conventional shopping, especially to the Padangpanjang Central Market.

### D. Forms of Change in Conventional Shopping Habits to Shopee E commerce Shopping in Padangpanjang City

Kotler (2007) states that shopping habits or consumer behavior is a way individuals or groups select, buy, use, and dispose of goods, services or experiences to satisfy their wants and needs. Shopping habits that have occurred for generations include many aspects such as the shopping sector in conventional markets, but with the rapid development of technology, there are many changes that have an impact on society, especially in Padangpanjang City. The form of change that occurs is as follows:

#### 1. Change in Expenditure Activity

Online shopping is one of the popular cultures that has developed in recent times. The increase in online shopping activities is inseparable from the development of information technology which is slowly shifting conventional shopping activities. Initially, people's shopping activities were carried out directly involving traders and buyers, but with technological advances it can change to buyers and smartphones.



**Image: 4.6 Valino Clothing Store**  
(Documentation: Fira Saswita)

Physical stores were originally one way for merchants to spark buyers to visit and shop at their stores, but over time, people who choose to switch to online shopping do not consider this. People who are already fond of online shopping look more at how the account or branding of the product or item they want to buy. People pay more attention to how the social media account or platform of the item they are going to buy, without seeing whether or not there is a physical store of the product they are going to buy.

## 2. Change in Payment Procedure

Payment systems are important in transaction activities. Basically, payment is an agreed way to transfer a value (value) between buyers and sellers in a transaction. Mutaqqin (2006) explains that the payment procedure is a system consisting of a set of provisions containing procedures, standards, laws and technical mechanisms of payment operations used in exchanging a value of money between two parties in an area using an agreed payment instrument as a means of payment.

Changes in payment procedures that occur due to the phenomenon of online shopping offer more convenience that is a consideration for the community at this time. When doing online shopping, people who do not have enough money to make payments, then some online platforms offer payments in monthly installments within a certain period of time with an easy-to-use paylater feature.

## **CONCLUSION**

### **A. Conclusion**

Changes in shopping activities have had a significant impact on the social and economic aspects of the community. Social changes can be seen from how transactions are carried out between sellers and buyers, those who used to make transactions directly face to face and there is interaction and emotional closeness. However, during the era of modernization with technological advances, it can change the way of transactions, only by using a smartphone consumers can choose and buy an item and wait at home by using the shopee E-commerce platform. Changes in shopping activities also have an impact on the decline in buying and selling in the Padangpanjang Central Market. The factors that influence the change in conventional shopping activities to E-commerce shopping are E-commerce as a shopping platform for today's society, the emergence of people's consumptive behavior and hedonism lifestyle so that they prefer to use the shopee E-commerce platform which is more effective and efficient.

The form of change that occurs as a result of the times indirectly changes the procedures and habits of the previous community such as changes in shopping activities, changes in shopping places, and changes in payment procedures. These changes indirectly start from problems and complaints felt by the community, so slowly the community will accept and follow the updates that continue to develop in the community in accordance with the functions and uses for the community.

## **B. Suggestion**

It is expected that the community will continue to follow innovations and updates according to the times according to their functions and uses for the community. Technological developments make it easier for people to carry out activities, especially in shopping activities and other aspects, so people still follow the times without having to abandon the values, habits and culture that have occurred since before. This research is expected to be continued by the next researcher because there are still many interesting findings and studies both in the economic field and fields related to the issue of shopping activities.

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