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E-Shopping Model: Determining Factors Affecting Shopping Behavior

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Abstract: The increasing behavior of buying online provides great benefits for e-commerce business people. Various strategies in creating competitive advantage and business continuity are increasingly fierce competition. Business actors use various literatures in the context of online shopping behavior as an empirical source in designing each strategy that is built. Literature on online shopping behavior is a relevant source as a basis for strategic decision making in the era of digital technology. Many factors influence online shopping behavior, but not all of them can be implemented properly and effectively. Therefore, this research proposal aims to determine what factors are dominant in influencing online shopping behavior. The results of this literature review contribute to further research, that hedonic values, security, and product knowledge are thought to have an influence on purchasing decisions in the context of online shopping behavior.

Keywords: E-Shopping, Shopping Behavior

INTRODUCTION

The growth of e-commerce in Indonesia will increase by more than 40% in 2021. This increase is in line with the shift in people's lifestyles towards digital and the growing digitalization of the payment system (Endarwati, 2021). The increasing trend of people's online shopping also encourages MSME actors to adapt the digital ecosystem by selling through the marketplace so that they are able to increase sales and continue to meet the needs of the community. The increase occurred in the 36-45 year old consumer group by 19 percent in 2020 to 23 percent in 2021. Meanwhile, the 46-55 year old group increased from 3 percent in 2020 to 5 percent in 2021 (BizzInsight, 2021). Online shopping behavior is the tendency and habit of individuals or groups to make purchases of certain products or services.

Online shopping behavior has been widely studied by previous research (Ilhamalimy and Ali 2021; Hamdan, et al. 2021a; Larasetiati and Ali 2019), but it is not clear what factors are the main considerations for consumers to make online purchasing decisions. Factors that have been studied in previous research that influence buying behavior are e-social influence (Della Fitriana, Hamdan, and Imaningsih 2021), satisfaction (Hamdan, 2018; Limakrisna and

Ali 2016; Ali, Limakrisna, and Jamaluddin 2016; Hasyim and Ali 2022), loyalty (Wydyanto and Hamdan, 2020), ratings and reviews (Hamdan and Yuliantini 2021), risk (Hamdan, et al. 2021), hedonic and utilitarian values (Hamdan and Paijan, 2020), product knowledge (Hamdan & Raharja, 2020), and eWOM (Ilhamalimy and Ali 2021; Samudro and Hamdan 2021), website quality (Tandon, Aakash, and Aggarwal 2020), and security (Fatmawati and Ali, 2021; Samudro and Hamdan 2021)

It has not been ascertained what factors are the main considerations for consumers in making online product purchase decisions. Therefore, the importance of this research is to propose factors that become important considerations for consumers to make purchasing decisions. The factors found in influencing online purchasing decisions are product knowledge, security, and hedonic values.

Formulation of the problem

1. Does hedonic value affect online purchasing decisions ?
2. Does security affect online purchasing decisions ?
3. Does product knowledge affect online purchasing decisions ?

LITERATURE REVIEW

Purchase Decision

The purchase decision is an individual's intentional act to determine certain products or services that will be chosen for consumption (Larasetiati and Ali 2019). In addition, online product purchase decisions are reflected when someone always looks for information about the product to be purchased on one of the websites (Ali et al., 2022; Hamdan and Yuliantini, 2021). To find out the dimensions and indicators used to form online shopping decisions, including: needs and wants, information search, alternative evaluation, purchase decisions, and post-purchase decisions (Della Fitriana, Hamdan, and Imaningsih 2021).

Hedonic Value

Hedonic value is an attribute of money determined and reflected in satisfaction (Weafer et al., 2014). Zhang et al. (2011) hedonic value is the realization of shopping environment stimuli. Hedonic values will cause a person's tendency to continue using online shopping applications (Nghia et al., 2020). Overby and Lee (2006) defined hedonic value as an overall assessment of an experience such as escape entertainment. The pleasure and happiness of using the website for shopping purposes is a great sensation (Weafer et al., 2014).

Security

Park and Kim (2006) themselves define security as the ability of online stores to control and maintain security over data transactions. Security is the main thing for consumers to make purchasing decisions (Fatmawati and Ali, 2021). Especially security is the factor that is most often considered by consumers in making purchasing decisions (Samudro and Hamdan, 2021). Security is an important factor in influencing consumer behavior (Tran and Nguyen, 2022). Roca et al., (2010) security also involves users of technical advances that can have a positive influence on purchasing decisions to buy online.

Product Knowledge

Product knowledge is beliefs and beliefs that are embedded in consumers' memories and hearts (Peter and Olson, 2010). Consumers who have higher knowledge about certain products will be more realistic in choosing products that are in line with expectations (Erida and Rangkuti, 2017). Resmawa (2017) product knowledge is the entire scope of accurate

information stored in the memory of consumers, which will later be taken into consideration in determining further action. Nugroho (2015) product knowledge is an important thing that must be communicated by marketers in providing instructions for the products they offer to consumers.

Table 1. Relevant Previous Research

No	Author (years)	Previous Research Results	Similarity with this article	Difference with this article
1	(Ikhsani and Ali 2017)	Purchasing Decision: Analysis of Product Quality, Price and Brand Awareness (Case Study of Teh Botol Sosro Products at Giant Mall Permata Tangerang)	Discussing the Purchase Decision	In this study, there is a research locus at Giant Mall Permata Tangerang
2	(Ilhamalimy and Mahaputra 2021)	The Influence of Service Quality and Product Quality on Purchase Decisions and Customer Satisfaction (Marketing Management Literature Review)	Discussing the Purchase Decision	There are variables of Service Quality, Product Quality and Customer Satisfaction
3	(F. Saputra and Mahaputra 2022a)	Relationship of Purchase Interest , Price and Purchase Decisions to IMEI Policy (Literature Review Study)	Discussing the Purchase Decision	Discussing the Purchase Decision There are variables of buying interest and price
4	(Maria 2020)	The Effect of Knowledge Management and Job Satisfaction on Employee Performance at PT. Bank Sulutgo Manado Main Branch	Discussing Knowledge	There are differences in the variables of job satisfaction and employee performance
5	(Suarjana and Suprapti 2018)	Influence of Price Perception, Product Knowledge, and Company Image on Purchase Intention of Multi-Service Brand Indihome	Talking about Product Knowledge	There are differences in the variables of Price Perception and Company Image
6	(Vijaranakorn and Shannon 2017)	The Influence of Country Image on Luxury Value Perception and Purchase Intention	Talking about Hedonic Value	There is a difference in the Luxury Value variable

RESEARCH METHODS

The method of writing scientific articles is the qualitative method and literature review (Library Research). Assessing theory and the relationship or influence between variables from books and journals both offline in the library and online sourced from Mendeley, Google Scholar and other online media.

In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory, (Ali & Limakrisna, 2013). In the next stage, it will

be discussed in depth in the section entitled "Related literature" or "library review" (Review literature), as the basis for formulating hypotheses and in the final stage these two literatures become the basis for comparing the results and findings. -findings revealed in research (H. Ali & Limakrisna, 2013).

DISCUSSION

Based on the literature review and relevant previous research tables, the following discussion is discussed:

1. The effect of hedonic value on purchasing decisions

If the hedonic value is in accordance with the lifestyle, it will form a positive attitude for consumers to make purchases (Hamdan and Paijan, 2020). Previous research has examined the hedonic value. The findings show that hedonic values have a positive and significant effect on online purchasing decisions (Arruda Filho et al., 2020; Baek and Choo, 2015). Several dimensions and indicators are used to measure the hedonic value, namely: boring/interesting, not encouraging/exciting, fun/unpleasant, not playful/playful, funny/not funny, and not sensual/sensual.

Hedonic value has an effect on Purchase Decisions, this is in line with the research conducted: (Vijaranakorn and Shannon 2017).

2. Effect of security on purchasing decisions

Research results from (Fatmawati and Ali, 2021; Samudro and Hamdan 2021) state that security has a positive and significant influence on purchasing decisions in the context of online shopping behavior. To measure security, dimensions and indicators can be used, including: the website has adequate privacy, the website affects financial losses, believes transactions on the website are protected by the best tools, secure payments, and can handle problems related to hackers (Tran and Nguyen, 2003). 2022).

Security has an effect on Purchase Decisions, this is in line with the research conducted: (Ilhamalimy and Ali 2021), (Rindy 2015), (Pratama and Renny 2022), (Ilhamalimy and Ali 2021).

3. The effect of product knowledge on purchase decisions

The results of the research developed by (Usman and Nadilla Izhari, 2019; Della Fitriana, Hamdan, and Imaningsih 2021) found that product knowledge had a positive and significant influence on purchasing decisions in the context of online shopping behavior. Product knowledge consumers usually know which products have the best performance before deciding to make a purchase. The dimensions and indicators used in measuring product knowledge are: a) product attributes (product quality, ease of transaction, and means of information); b) product benefits (safety and protection, and distribution of costs); 3) product satisfaction (product service, and product benefits (Della Fitriana, Hamdan, and Imaningsih 2021).

Product Knowledge has an effect on Purchase Decisions, this is in line with the research conducted: (Hertati et al. 2021), (Ramadhan and Soemarsono 2017), (Ningtyas 2019), (Suarjana and Suprpti 2018).

Conceptual Framework

On the basis of theoretical studies and previous research as empirical and relevant evidence that has been discussed, a framework of thinking can be built and will be discussed in its understanding as follows.

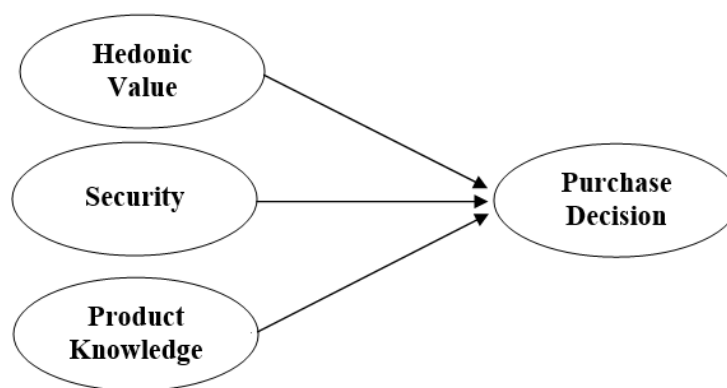


Figure 1: Conceptual Framework

From the conceptual framework that was built as a proposed model of online shopping behavior. The influencing factors are hedonic value, security, and product knowledge. In addition to the three variables that influence the purchase decision, there are many other variables that influence it, including:

- 1) Advertising: (Anggit and Setyorini 2022), (Karsono, B., & Syauket 2021c), (B Karsono and Suraji 2020), (F. Saputra and Mahaputra 2022b), (M Rizky Mahaputra and Saputra 2021), (Prayetno and Ali 2020), (Sitio and Ali 2019), (Riyanto, Adila, and Ali 2017).
- 2) Attitude: (Pujiyono, Arfian, and Subiyakto 2021), (Bambang Karsono 2018a), (Karsono, B., & Syauket 2021b), (F. Saputra 2022), (Noviriska 2019), (Ali, Sastrodiharjo, and Saputra 2022), (Maharani and Saputra 2021), (Widodo, Silitonga, and Ali 2017), (Hernikasari, Ali, and Hadita 2022), (Putri Primawanti and Ali 2022), (Sari and Ali 2022). Competitive Strategy: (Chong & Ali, 2022), (Ali, Sastrodiharjo, and Saputra 2022).
- 3) Brand Awareness: (Usman et al. 2021), (F. Saputra and Mahaputra 2022a), (Arfian, Kadiyono, et al. 2020), (Bambang Karsono, Suraji, and Sastrodiharjo 2022), (M Ridho Mahaputra and Saputra 2021), (F. Saputra and Ali 2022), (Kasman and Ali 2022), (Maisharoh and Ali 2020), (Suharyono and Ali 2015), (R. F. A. Saputra, Pranoto, and Ali 2021), (Richardo et al. 2020).
- 4) E-WOM: (Kawi 2018), (Arfian, Harding, et al. 2020), (Bambang Karsono 2018b), (Syauket, Karsono, and Atmoko 2022), (Jayalie et al. 2018), (Apriyani et al. 2022), (Karsono, B., & Syauket 2021a), (Shobirin and Ali 2019), (Sutiksno, S. D. U., Rufaidah, P., Ali, H., & Souisa 2017), (F. Saputra and Ali 2022), (Fahmi and Ali 2022), (Wahono and Ali 2021), (Ridwan, Mulyani, and Ali 2020).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the discussion and conceptual framework drawings sourced from relevant studies, hypotheses can be formulated for further research:

1. Hedonic value has an affects on online purchasing decisions.
2. Security has an affects on online purchasing decisions.
3. Product knowledge has an effect on online purchasing decisions.

Recommendation

Recommendations for this literature review are the results obtained as a basis for consideration in developing further research models. In addition, it is also necessary to add to the literature to strengthen the assumptions of this model.

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