

# Online Shopping Experience and Its Impact on the Lifestyle Changes of Young Generations in Manado

Chenry Parengkuan<sup>1</sup>, Orentia Rantumbanua<sup>1</sup>, Nikita Rumondor<sup>1</sup>, Sandra Ingried Asaloei<sup>1</sup>

<sup>1</sup> Business Administration, Faculty of Social and Political Sciences, Sam Ratulangi University, Manado, Indonesia  
Email : chenryparengkuan@gmail.com

## ABSTRACT

*This research aims to explore the effects of lifestyle changes caused by the use of online shopping among adolescents and college students. A qualitative survey method was employed to collect data through in-depth interviews and analysis of participants' narrative experiences. The research findings indicate that online shopping has transformed the way adolescents and college students perceive the concept of shopping, enhancing convenience in their shopping experiences and influencing their purchasing decisions. Additionally, online shopping has also impacted social aspects, such as patterns of interaction with peers and the influence of fashion trends. The results of this study provide valuable insights into the lifestyle changes associated with the evolution of online shopping among adolescents and college students.*

**Keywords:** *online shopping, college students, and lifestyle*

## 1. INTRODUCTION

The rapid advancement of technology has brought significant changes to every aspect of human life. One of the most notable developments is the increasing sophistication of technology, particularly the internet. The internet serves as a crucial innovation that expands connectivity and accessibility, allowing individuals and businesses to interact without being constrained by time and space. Many companies and organizations have taken advantage of this digital medium by utilizing websites and online platforms to establish stronger relationships with their customers. With technological advancements, the emergence of online shopping has significantly influenced the lifestyle of young people. In this digital era, e-commerce platforms have facilitated access to a wide range of products and consumer goods, offering numerous options to meet diverse needs.

According to Didit Agus Irwantoko, online shopping is a purchasing process where consumers buy goods from sellers exclusively through the internet, eliminating the need for face-to-face interactions. This virtual shopping model has shifted the traditional concept of shopping, which was previously confined to physical stores. Now, consumers can easily browse and purchase products using their smartphones or computers with an internet connection, ensuring a fast and convenient transaction process.

Online shopping, which relies on internet-based transactions, has gained immense popularity and is becoming a growing trend, particularly among the younger generation in Manado. The increasing appeal of online shopping is attributed to the convenience it offers—shopping can be done anytime and anywhere without the need for transportation costs or the hassle of visiting crowded stores. With just a mobile device, anyone can shop effortlessly.

Millennials, as an active part of the online community, are highly influenced by these changes. They can easily access online stores, explore new products, and make purchases quickly and efficiently. This shift has transformed their shopping behavior, interactions with brands, and financial planning. Furthermore, online shopping has influenced various aspects of their lifestyle, including evolving fashion trends, the tendency to purchase the latest technology, the impact of social media in product promotion, and the rise of impulsive buying culture. These factors shape how young people, including students, allocate their time, money, and energy.

From a narrative perspective, young people in Manado may describe their experiences of feeling tempted to buy products advertised online, their reliance on product reviews before making purchases, or the satisfaction they feel when receiving packages from their favorite online stores. Additionally, they may reflect on how their spending priorities have shifted—redirecting budgets from essential needs toward trendy or technology-based products.

## 2. RESEARCH METHODOLOGY

This study was conducted using an approach that aligns with the target audience's conditions. Given that the participants in this research are young people and that the scope of this study is limited, we

employed a qualitative survey method using questionnaires distributed to the participants. The respondents in this study were 73 young individuals in Manado.

### **3. RESULTS AND DISCUSSION**

To fulfill their lifestyle needs, teenagers and college students in Manado engage in online shopping, where e-commerce platforms provide easy access to various products. The convenience of online shopping has made it highly popular, especially among young people, as it allows them to shop anytime and anywhere.

Our study revealed that out of 73 participants, 82.2% felt that online shopping had influenced their shopping habits and leisure time. They considered online shopping practical and time-saving. Conversely, 17.8% stated that online shopping did not affect their shopping behavior or leisure activities. This data indicates that online shopping significantly impacts the lives of teenagers and college students.

In today's advanced era, online shopping poses a significant challenge to offline retailers such as physical stores and markets. A comparison between online and offline shopping revealed that 60.3% of respondents found online shopping more practical as it saves time. Meanwhile, 38.4% preferred offline shopping since it allows them to inspect product quality directly, whereas online shopping only provides images or videos of products. Additionally, 13.7% believed that offline shopping provided a more immersive experience, while the remaining respondents had their own views on the differences between online and offline shopping.

Online shopping also plays a crucial role in influencing brand and product choices among young people. Several factors affect their purchasing decisions. About 68.5% were influenced by positive reviews from previous buyers who had verified product quality. Meanwhile, 38.4% were attracted to discounts, making them more likely to choose discounted products as they felt they were saving money. Another 30.1% were influenced by frequent advertisements that triggered their desire to purchase the products they saw online. However, 7% stated that their brand and product choices were not influenced by online shopping.

Additionally, online shopping affects monthly spending among young people, with 85.1% stating that their expenses were impacted, mainly due to the high prices of certain products. In contrast, 15.1% believed that online shopping did not significantly affect their monthly budget. Advertisements and promotions from online shopping platforms often tempt young people to buy unnecessary products. Based on the data collected, 72.6% admitted being influenced by online shop promotions, while 30.2% were not affected. Regarding social and cultural aspects, 49.3% felt pressure to follow the latest trends promoted by online shops, while 50.7% did not experience any social or cultural pressure to keep up with trends.

Online shopping also has emotional effects on young consumers. According to the survey, 45.3% reported an increase in happiness, while 8.3% experienced increased stress. Meanwhile, 49.3% stated that online shopping did not affect their emotions.

#### **Positive and Negative Impacts of Online Shopping**

The findings from this study highlight both the positive and negative impacts of online shopping on the lifestyle of teenagers and college students. Many participants acknowledged that online shopping made it easier for them to find the products they needed. It also provided a more comfortable and efficient shopping experience.

However, the study also found negative effects. The availability of diverse products on e-commerce platforms has led to impulsive buying behavior. Many young people admitted to being tempted by frequent advertisements and attractive discounts, leading them to purchase unnecessary items. As a result, their overall spending increased significantly.

According to our research, 74% of young people felt that online shopping was beneficial because it allowed them to shop conveniently. However, they also admitted to frequently making impulsive purchases. Meanwhile, 26% enjoyed shopping online due to the numerous discounts offered but found it difficult to control their spending.

Despite the ease and convenience provided by online shopping, it can lead to serious issues, particularly shopping addiction, which is especially concerning among teenagers and students. To manage this addiction and maintain a balanced lifestyle, 75.3% of students attempted to prioritize their needs over their wants when shopping online, while 24.7% focused on limiting their expenses.

This research highlights the significant impact of online shopping on the lifestyle of young people in Manado. Most respondents acknowledged that the convenience and practicality of online shopping have changed their shopping behavior and how they spend their leisure time. However,

differences between online and offline shopping influence product selection, with factors such as customer reviews, discounts, and advertisements playing a crucial role in purchasing decisions.

While online shopping provides convenience, it also affects the monthly expenses of most respondents. Social and emotional pressures to follow trends and promotional strategies by online shops further influence consumer behavior. While many respondents reported increased satisfaction from online shopping, some found the experience frustrating.

Despite its clear benefits in terms of accessibility and time efficiency, online shopping also fosters impulsive buying and difficulty in managing expenses. Based on these findings, efforts to mitigate online shopping addiction are crucial. Most respondents strive to prioritize essential needs over desires, while others attempt to limit their spending to maintain a balanced lifestyle.

#### 4. CONCLUSION

This study leads to several key conclusions:

- a. Online shopping has a significant impact on changes in the lifestyle of teenagers and college students. The majority of respondents acknowledged that they shop online more frequently than in physical stores.
- b. The ease of access and the wide variety of products available in online shops influence their purchasing decisions.
- c. The use of online shopping also affects their spending patterns, with some respondents admitting that they tend to spend more due to the convenience of online shopping.
- d. Social media and online advertisements play a crucial role in shaping their shopping preferences, encouraging them to purchase products they see in ads.

#### 5. RECOMMENDATIONS

Researchers suggest several recommendations regarding online shopping for young people:

- a. Promoting Financial Literacy - Education on financial management and financial literacy should be enhanced among teenagers and college students to help them control their spending related to online shopping.
- b. Awareness of Psychological Impact - Awareness of the psychological effects of lifestyle changes caused by online shopping, such as shopping addiction, should be emphasized. Educational campaigns on mental health and self-control can be beneficial.
- c. Consumer Protection Policies - Governments and relevant institutions should develop policies that protect consumers from unethical online selling practices, such as fraud or counterfeit products.

#### REFERENCES

- Fatmawati, N. (2020). Gaya Hidup Mahasiswa Akibat Adanya Online Shop. *Jurnal Pendidikan Ilmu Sosial*, vol. 10.
- Fitria, E. (2015). Analisis Faktor-Faktor yang Mempengaruhi Minat Mahasiswa dalam Mengikuti Kegiatan Ekstrakurikuler di Universitas Mulawarman. *Jurnal Ilmiah Mahasiswa FISIP Universitas Mulawarman*.
- Idi Subandi, 1997, *Kebudayaan Pop dalam Masyarakat Komoditas*, Jalasutra. Kurniawan, A. (2015). Online Shop dan Tren Gaya Hidup Shopaholic di Kalangan Mahasiswi. *Jurnal Sosiologi Indonesia*,
- Muharram, A. (2021). Pengaruh Marketplace terhadap Perilaku Konsumtif Generasi Muda (Studi pada Mahasiswa Ekonomi Syariah FEBI IAIN Bone). *Jurnal Ilmiah Al-Tsarwah*.
- N. R. Diana, (2016). "Gaya Hidup Konsumtif Mahasiswa Fakultas Ilmu Sosial dan Hukum Unesa Akibat Adanya Online Shop Jilbab," *J. Ilmu Sos. Dan Huk.*, vol. 2
- Nurhayati, N. W. (2023). Gaya Hidup Konsumtif Sebagai Dampak Adanya Online Shop di Kalangan Mahasiswa Sosiologi Angkatan 2021. *Jurnal Paradigma: Journal of Sociology Research and Education*, 3(1), 1-10.
- Sari, D. P., & Fitria, E. (2015). Analisis Faktor-Faktor yang Mempengaruhi Kepuasan Mahasiswa Terhadap Pelayanan Akademik di Universitas Mulawarman. *Jurnal Ilmiah Mahasiswa FISIP Universitas Mulawarman*.
- Sari, Y. T. K. (2018). Belanja Online dan Gaya Hidup Konsumtif Mahasiswa. *Jurnal Pendidikan Sosiologi*, 6, 1-10.
- Yolanda. (2021). Analisis Faktor-Faktor yang Mempengaruhi Minat Beli Konsumen pada Produk Fashion Online di Kota Jember. *Skripsi, Fakultas Ekonomi dan Bisnis, Universitas Jember*