



## Analysis of Consumptive Behavior of Indonesian Society During the Pandemic of Corona Virus (Covid-19)

Maulidya Shafira

<sup>1</sup> Department of Communication Science, University of Padjajaran.

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### ABSTRACT

*At the beginning of 2020, people around the world were shocked by the Corona Virus (Covid-19) pandemic which caused panic everywhere. Hundreds of thousands of people were infected and thousands more died. In Indonesia, the government has given appeals to the public by enforcing rules for working from home, worshipping, doing activities and staying at home for the safety and health of residents due to the corona virus pandemic which has resulted in behavioral changes. people now rely on digital technology to continue their social life and communicate after the government's policy regarding PSBB and physical distancing. Activities are limited where shopping is done from home. Online purchases are becoming more frequent. This opportunity is certainly used by online stores that offer various things to attract consumers, such as ease of shopping, promotions, discounts, purchase bonuses and so on.*

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### Corresponding Author:

Maulidya Shafira,  
Department of Communication Science  
Universitas Padjajaran  
Email: [shafiramaulidya2@gmail.com](mailto:shafiramaulidya2@gmail.com)

## 1. INTRODUCTION

At the beginning of 2020, the world was shocked by the outbreak of the corona virus (Covid19) which infects almost all countries in the world. WHO since January 2020 has declared the world to be in a global emergency regarding this virus. As of now, Covid-19 cases worldwide on Saturday (11/7/2020) reached 12,614,187 cases. Meanwhile, the number of deaths due to Covid-19 now stands at 561,980 people. Not only the number of cases and deaths, the number of recovered patients has also increased. If on the previous day the recovery was at 7,181,188 people, today the number has increased to 7,319,442.

The impact of the COVID-19 pandemic has also worsened the Indonesian economy. During the Covid-19 pandemic, people are faced with a variety of alternative choices that are not much to make transactions in order to avoid the spread of this corona virus. Consumers avoid physical contact (physical distancing) so that in carrying out their transactions they use more digital transactions (online).

In addition, this further reinforces that the Indonesian economy will continue to slow down. Several efforts continue to be made by the government to deal with the spread of the COVID-19 virus, including implementing Large-Scale Social Restrictions (PSBB) in stages in areas that are indicated to accelerate the spread of the Covid-19 virus. The implementation of PSBB at least has a significant impact on community activities. The PSBB continues, but the necessities of life during the PSBB period must always be met. Therefore, people's activities are becoming more limited, even shopping activities are also carried out from home, through online shopping.

This opportunity is not wasted by e-commerce companies or also known as online shops. Online shops selling basic necessities, food, medicines to online shops selling fashion, electronic, and other products are competing to offer various conveniences, and various attractive promotions to consumers, such as discounts, cashback, and purchase bonuses. The attractive offer from this online shop on the one hand is very easy, profitable, and very helpful for consumers who need to shop but still follow the rules to stay at home. Consumers don't need to be confused about how to shop, just click the item and it will arrive in front of the house. Shipping methods are fast, easy, often even free, and made as secure as possible. Still added with frills discounts, cashback, buy one gets one free, and others.

Consumers are clearly greatly helped, with various needs of life during the "stay at home" period being fulfilled easily, safely, securely, and quickly. These programs also indirectly contribute to the success of the government's program to "stay at home". But on the other hand, various attractive promotions offered can make us as consumers become "dark eyes" so that we become consumptive, overspending, beyond the limits of our needs. The temptation to consumptive is even greater because at home we have a lot of time to browse online shopping sites, which makes us more exposed to the various programs offered.

## 2. RESEARCH METHODE

The method used in this research is literature study, which is a study whose object of research is in the form of literature works, either in the form of scientific journals, books, articles in the mass media, and statistical data. The literature will be used to answer research problems proposed by the author, which in this case is the Analysis of Consumptive Behavior of Indonesian Society During the Corona Virus Pandemic (Covid-19), Why consumers behave consumptively, and how to eliminate consumptive behavior. The nature of the study conducted is descriptive analysis, namely providing education and understanding to the reader, and the type of data used in this research is secondary data.

## 3. RESULT AND ANALYSIS

The corona virus pandemic or Covid-19 which is currently being widely discussed by both foreign and domestic communities has caused various kinds of changes, one of which is social changes that occur in society, the wheel of their life every day.

Where people now rely on digital technology to continue their social life and communicate after the government's policy regarding PSBB and physical distancing. Activities are limited where shopping is done from home. Online purchases are becoming more frequent. With the enactment of the PSBB, it causes the intensity of the use of gadgets to increase. This increase in the use of devices has implications for the more advertisements that consumers will encounter on their social media platforms, so that the higher the possibility of consumers to do online shopping due to desire alone, not because of need.

According to Liang & Lai, online shopping behavior is the process of buying products or services through the internet. The online shopping process has different steps like physical buying behavior. The peculiarity of the buying process through the internet is when potential

consumers use the internet and search for information related to the goods or services they need. Marketers (producers) who understand consumer behavior will be able to predict how consumers tend to react to the information they receive, so marketers (producers) can develop appropriate marketing strategies.

Sudden buying behavior because it is stimulated by advertisements or promos and discounts also causes consumers to behave consumptively. Consumptive behavior indicates that consumers shop products excessively beyond the limits of needs.

Of course, this opportunity is not wasted by e-commerce companies or commonly called online shops. This is what makes people comfortable doing online shopping transactions (e-commerce), influenced by several factors, namely; trust, price, convenience, convenience and availability are the most important factors influencing consumers shopping at online stores and other factors such as; security, product quality, website design.

These conveniences on the one hand benefit consumers because without leaving the house, their needs can still be met, but on the other hand consumers are 'tempted' to buy excessively and even buy products that are not really needed. This is called consumptive behavior. Consumptive behavior is the activity of buying consumers for products that are less needed which aims to fulfill wants not needs. Emotional values become one of the strong drivers of this behavior. There are abnormal elements here, namely excessive spending, irrationality, waste, prioritizing pleasure, showing social status or following trends.

Why do consumers behave consumptively? Many factors cause this, including giving gifts from product purchases, buying purposes for appearance or social status, purchases due to attractive packaging. From the economic aspect, a consumptive society can help drive the country's economy, for example opening new business opportunities, creating jobs, increasing tax revenues, creating markets for old or new marketers. However, it cannot be denied that consumer consumptive behavior has a positive impact on the company. This is because the more consumptive consumers, the company's sales volume will increase.

Various promotions and attractive advertisements cause consumers to tend to shop for all the products they want, regardless of whether the product is needed or not. Consumptive behavior is of course a threat to consumers in dealing with this pandemic period. Especially if the financial situation is not stable enough. This will be a boomerang for consumers.

Consumptive behavior can only be carried out by people who are considered financially capable because with the income they have, abnormal shopping activities can be realized. So consumption behavior like this should be reduced or even avoided. Based on a marketing perspective, there is nothing wrong with consumptive behavior because basically every marketer wants everyone to behave consumptively, shopping as much as possible for the products (goods or services) that marketers offer. The more shopping for any reason, the more the marketer's income will increase, which means it can create profits for him. But back to each consumer where we must be more careful and considerate in shopping so that we are not trapped in consumptive behavior in the midst of this pandemic.

However, as a wise consumer, you should need to rethink when buying a product. Is the product really needed or not? Wise consumers need to prioritize what needs need to be met first, especially during a pandemic like this. Financial conditions that are not stable enough will certainly be a major problem for consumers. When consumptive behavior is not controlled, bad things may happen. Therefore, it is important for us, as consumers, to make a priority scale when buying a product. So that the money we have, be it savings, will not be used in vain just because of consumptive behavior. Ways to eliminate wasteful or consumptive habits, including:

1. **Set Priority.** If there are offers of new items and so on, don't be too quick to decide to buy them. Prioritize spending money on things that are your priorities. For example, there is a new mobile phone offer, but you still have an unpaid mortgage and your mobile phone is still in good condition. You should prioritize only the things you need.
2. **Change Mindset.** Change your mindset towards goods to make it something to add prestige. Because in the end, the social status you get is from your behavior and thoughts. Talking about satisfaction, you should think about what is actually a priority, such as paying off debts and saving for health insurance and your old age later.
3. **Realistic Thinking.** If you buy things based on wants without really understanding what the needs are, that is consumptive behavior. Buying goods based solely on desire or desire without not knowing the need will cost you money. If you want to buy an item, you should first think about whether the item is your need or not.
4. **Think clearly before deciding.** You should not be in a hurry in deciding to buy an item. Think about whether the use of the item suits your needs or not. Don't let it be once you've bought it and you'll regret it later.
5. **Commitment.** In eliminating consumptive behavior, of course you must commit to yourself to resist the urge to buy things you don't need, so that your plan to not be wasteful can be realized.

#### 4. CONCLUSIOON

During this pandemic, not a few people panic buying due to facing the current corona virus. Even though we unconsciously have done consumptive behavior and even over-consumptive. In addition to consumptive behavior caused by the community during the corona pandemic, there are still many impacts that change them. Therefore, the thing that must be done is to avoid consumptive behavior and do not get trapped. Once trapped, it is difficult to get out of the puddle because there are things that are tempting.

It takes commitment and a strong will to leave it and wise in making decisions. Starting life as it is and not overdoing it, especially in the midst of a pandemic like this. Always take care of your health, avoid crowds and stay productive. Hopefully the pandemic that is worrying our country will quickly improve and return to normal activities.

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