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Journal: Jurnal Bisnis dan Komunikasi Digital - Vol. 1 No. 4 (2024)

Publisher: Indonesian Journal Publisher

Persistent DOI: https://doi.org/10.47134/jbkd.v1i4.2839

Archived & Retrieved via ActaNova Gateway on: 21 October 2026, 23:40 UTC

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HOW TO CITE THIS RECORD:

Dhelza Deswita, Umar Farisal, Eko Purwanto, Siti Sarah Naila, Khinandha Aulia Winarto Putri, Khinantie Winarto Putri, Lola Syahira Kamila, Nazwalia Fairuz Mumtaz, Erida Eka Pratiwi. "Digital Media Consumption Trends and Changing Consumer Mindsets: A Case Study of Online Shopping Behavior". Jurnal Bisnis...

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Jurnal Bisnis dan Komunikasi Digital: Volume 1, Number 4, 2024, Page: 1-8

Digital Media Consumption Trends and Changing Consumer Mindsets: A Case Study of Online Shopping Behavior

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DOI:
https://doi.org/10.47134/jbkd.v1i4.2839
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Received: 01-06-2024
Accepted: 15-07-2024
Published: 31-08-2024

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Abstract: This study aims to determine the influence of digital media and changes in consumer mindsets in online shopping or e-commerce. E-commerce (electronic commerce) is an activity in the form of buying or selling products electronically on online services or via the internet. E-commerce utilizes technology to introduce goods or services, provide incentives to customers to give and create preferences for product images. This research is a library research using secondary data using indirect methods. The results showed that the main reason for making purchases through e-commerce was due to several things, namely practicality, the absence of products or goods sought directly in the store, many choices and considerations. prices and promotions given in online stores.

Keywords: Digital Media, E-Commerce, Consumer Behavior, Consumer Mindset Change

Introduction

Digital media significantly influences consumer decisions in online shopping by influencing various factors. Factors such as website aesthetics, accessibility, trust, price quotes, security, delivery, and quality play an important role in shaping consumers' purchasing decisions. (Patro, 2023). In addition, digital marketing strategies on platforms such as social media, content marketing, email marketing, and search engine optimization have a great influence on e-commerce consumer purchase decisions, especially in countries such as Thailand. In addition, the quality of traditional baking products and digital marketing media have an impact on consumer purchasing decisions, the importance of digital media in driving consumer behavior and purchasing choices (Suganda & Arrifianti, 2023).

Progress and development in the current era have an impact on changes in people's lifestyles and affect all areas of human life ranging from education, health, social, economic, political and especially changes in technology (Kim, 2019 in Nuradina, 2022). The existence

of technology basically makes it easier for humans to do something. This information technology has been widely used to process, manipulate data, analyze data to produce data or information that is relevant, fast, clear and accurate. (Yana Siregar et al., 2020). Findings from previous research conducted by Dedy Ansari Harahap, Dita Amanah in their journal entitled online shopping behavior in Indonesia: a case study in 2018 show many factors that influence it.

The research results of several previous studies can be a reference and consideration for online shops in Indonesia in connecting and keeping customers to keep shopping at their stores so that their stores are attracted and favored by buyers. (Harahap, 2018). Changes in digital technology have a significant impact on people's news consumption habits. The transition from traditional media to social networks and online platforms has changed the way individuals access and interact with news. (Vlasiuk, 2023). Perceived benefits and perceived risks play an important role in influencing online purchasing behavior. Research shows that perceived benefits such as price discounts, convenience, and enjoyment have a positive impact on online purchase intentions. (Mittal & Sharma, 2022).

In contrast, perceived risks including financial risk, product risk, and time risk can negatively influence online shopping behavior (Bhatti & Ur Rehman, 2020). Online shopping, facilitated by the internet, has revolutionized the way buyers and sellers conduct transactions globally, featuring e-commerce as the main offering with a wide array of services such as e-CRM, e-Marketplace, and e-Payment. (Deekshith et al., 2021). Factors such as web environment, product characteristics, and promotional offers were found to have a significant relationship with customer purchase behavior in online shopping, emphasizing the importance of these elements in influencing consumer decisions. (Azami, 2019).

Methodology

Every time a purchase is made, a person's personal characteristics can influence purchasing decisions (pratama, 2020). Apriliya and Hartoyo (2014) say that consumer behavior is the behavior of individuals who are influenced by sociological factors in their lives which indicate excess or waste, as well as the consumption of goods and services that are less than optimal or even unnecessary. (Farichin & Rusadi, 2022). Online shopping has now become commonplace for the community. Buying and selling transactions that are usually done face-to-face can now be done online. Besides being cheap, online shopping can also save time when shopping. People no longer need to go to shopping places to buy the items they need. (Siti Nuraeni & Irawati, 2021). The success of the online trading system in Indonesia cannot be separated from the support of the Indonesian people who crave practicality in shopping. E-commerce business competition requires sellers to be able to

behave and act quickly and precisely in the face of competition in a very dynamic business environment. (Taan et al., 2021).

Consumption is a person's action in allocating their income to different goods and services to maximize consumer welfare. (Nikita Sari et al., n.d.). E-commerce is a new system or breakthrough in the business world that utilizes ICT (Information and Communication Technology) technology, namely internet technology, and changes the traditional trading paradigm to e-commerce. (Farichin & Rusadi, 2022). E-commerce (electronic commerce) is a term used by companies to sell and buy products online. (Iramawati, 2011). With a fairly high number of visitors, many marketplaces have sprung up in Indonesia. Marketplace is a website or online application that facilitates the buying and selling process of various stores. The market concept is considered more or less the same as traditional markets. Basically, the owner of the marketplace is not responsible for the goods sold because his job is to provide a place for sellers and help them meet customers and facilitate transactions. The marketplace organizes the transaction itself, then after receiving payment the seller will immediately send the goods to the buyer. One of the reasons why marketplaces are popular is because of the ease, convenience and security of transactions. (Siti Nuraeni & Irawati, 2021). Studies show a shift towards audio-visual news formats on digital platforms, changing the way news is produced, delivered and consumed. (Yuniar & Ningrum, 2022). Mobile devices are increasingly influencing news reading habits, leading to increased mobile consumption as well as changes in reading location and duration (Yu et al., 2022).

Technology has significantly changed consumer behavior in online shopping by providing convenience, security and a wide range of choices. Consumers now have access to a vast amount of information, allowing them to easily compare products, prices and reviews. (Mehul Sinha & kaur, 2023). Factors such as website design, features, trust, shopping habits, information quality, and price play an important role in influencing consumer decisions in online shopping. (Vincent Jaiwant, 2023). The rise of e-commerce and online marketing has led to the rapid growth of online shopping, with the traditional retail market being disrupted by the convenience and reliability of online platforms. (Geevitha, 2022).

The method in this article uses library research, which is a method of collecting data by understanding and studying theories from various literatures related to the research. Library research helps understand the conceptual framework of a topic and find the theoretical basis for further research. In addition, this research helps ensure that the research being conducted has considered previous work and fills existing knowledge gaps. For this research, data collection techniques such as internet searching and documentation study were used.

Result and Discussion

Social media plays an important role in influencing consumer behavior by affecting their purchasing decisions through various mechanisms. Studies show that social media platforms are widely used for communication and sharing experiences, including product reviews, which influence consumer purchasing behavior. (Badal Singh Azad, 2023). User-generated content and social media marketing are closely linked to consumer purchasing behavior, highlighting the importance of understanding the impact of both types of content on consumer purchasing decisions (Alhassan et al., 2023). In addition, user sharing on social media platforms positively influences consumers' perception of risk, product understanding, and purchase readiness, ultimately affecting their willingness to purchase the product (Li, 2023). Therefore, businesses can leverage social media by partnering with key opinion leaders, incentivizing user sharing, managing opinions, building brand reputation, and staying in tune with popular culture to attract more consumers and improve their purchasing behavior.

Digital media plays an important role in reshaping the consumer mindset by influencing consumer behavior, communication patterns, and information exchange. (Rendeci, 2022). The digital age has empowered consumers to be more active, demanding, and informed about products, leading to changes in the way they make purchasing decisions and interact with brands. (Zeng et al., 2023). Through social media platforms, consumers engage with content provided by producers, fostering a dynamic exchange of knowledge that can drive changes in consumer attitudes and promote sustainable development. (Dingee, 2020). In addition, digital media allows companies to optimize the communication environment, improve consumer understanding and application of health knowledge, and develop effective strategies to meet consumer needs and foster relationships. Understanding the impact of digital media on the consumer mindset is essential for businesses to customize their marketing strategies and engage with consumers effectively in the evolving digital economy.

The need for information significantly influences online shopping behavior. In addition, consumers' information-seeking behavior during online shopping plays an important role in shaping their online purchase intentions, with features such as initiating, monitoring, and verifying being particularly important. (Shah & Paul, 2020). In addition, trust labels on websites are a key attribute that influences e-consumers' choices when deciding where to make purchases online (Maaya et al., 2020). The availability of digital information, such as search query trends, can influence the pricing strategy of luxury second-hand goods, emphasizing the importance of data quality and transparency in the decision-making process for both companies and customers. (Chornous & Iarmolenko, 2019). Overall, information search behavior in the digital age, which includes various types

of information such as fame, visuals, comparisons, e-word-of-mouth, and promotional information, significantly influences consumer decision-making when buying clothes online. (Chen et al., 2017).

Digital media plays an important role in shaping online shopping behavior by influencing consumer decisions and facilitating two-way communication between companies and customers. Research has shown that digital media significantly impacts the online shopping journey, with findings suggesting that consumer purchasing decisions are influenced by online advertising. (Valente & Nogueira, 2023). Furthermore, the relationship between digital marketing and consumer behavior, especially in online shopping, highlights the importance of factors such as price, product, age, and culture in shaping online purchasing behavior. (M. Shah, 2023). In addition, research emphasizes the importance of digital marketing in the retail industry, showing how it affects online shopping behavior and the mediating role of online shopping apps in this relationship (Somfongbouthtakhan, 2021). Social media platforms have also evolved into powerful tools for online product promotion and sales, with user behavior playing an important role in influencing purchasing decisions on these platforms. (Bong et al., 2023).

Changing consumer mindset significantly impacts online shopping behavior. Factors such as technological advancements, social changes, and modern lifestyles have led to a shift from offline to online purchases.(Mehul Sinha & kaur, 2023). Changes in consumer behavior are influenced by cultural, social, personal, and psychological factors, with shopping motives revolving around self-gratification, time, and information. (Marina & Haryanti, 2022). Convenience, security, price, discounts, user reviews, and product quality offered by online platforms play an important role in shaping consumer attitudes towards online shopping. (Alcantara & Alcantara, 2022). As consumer habits and preferences evolve, businesses must adapt their strategies to meet the changing demands and expectations of online shoppers. (Pal & Kumari, 2023).

Conclusion

With the development of digital media and information technology, consumer behavior has changed significantly. Consumers are now increasingly shopping online and choosing products that are easy to find and competitive prices. Factors such as price, needs, motivation and ease of purchase influence consumer decisions to shop online. Consumers prefer online shopping because it is convenient, practical and limitless. Impact of Digital Media: Digital media influences consumers' online shopping decisions by providing new opportunities to build online relationships and making it easier for customers to find what they need. Change in Consumer Attitudes: There has been a change in consumer attitudes

as they start opting for online purchases. They choose products that are easy to find and competitively priced. It changes in your mind and depending there new habits are formed.

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