

## Changes In Retail Consumer Shopping Behavior After The End Of Covid 19 In Indonesia: Towards Digital Transformation Behavior

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**Abstract.** *This study aims to determine the changes in online shopping behavior of retail consumers after the end of covid 19 in Indonesia and the possibility of online shopping sustainability in the future towards digital transformation. Changes in consumer behavior occur due to the application of social distancing, including changes in the selection of retail product purchase locations and changes in transaction models to obtain the required retail products. The change of buying and selling locations and payment models from offline to online is inevitable. Therefore, Indonesian people are now increasingly accustomed to making purchases of various purposes online. Now, more and more people are making purchases online, so the impact on online stores is beginning to be seen with the increase in transaction activity. Research methods using previous research literature. The type of retail in this study is limited to the category of independent traditional retail stores such as food stalls, mini supermarkets, grocery stores and fashion stores as well as online shopping services that are still valid until the time of this study. Suggestions for consumers and businesses to continue to adjust online shopping behavior with the Times and technological sophistication towards digital transformation. In the future, online shopping is still needed because of the practical way with digital transformation service facilities that match consumer demands.*

**Keywords.** *Consumer Behavior; Online Shopping; Retail; Digital Transformation*

### INTRODUCTION

The Covid-19 pandemic in Indonesia has been declared over with the KEPPRES RI Number 17 of 2023 (Pemerintah RI, 2023) concerning Determination of the End of the Corona Virus Disease 2019 (COVID 19) Pandemic Status in Indonesia. Presidential Decree also changed the factual status of Corona Virus Disease 2019 (COVID-19) to become an endemic disease in Indonesia as of June 21 2023. The Covid 19 Pandemic was also stated as the main cause of accelerating changes in consumer behavior towards digitalization, as stated by the Minister of Information and Communication Technology of the Republic of Indonesia, Johnny G Plate (Menkominfo, 2021) . Due to the Covid-19 pandemic outbreak, the Indonesian government has implemented a mass distraction policy such as people having to stay in their homes for a while and most work is done from home (work from home).

This mass distraction includes restrictions on all community activities known as PSBB (Large-Scale Social Restrictions) (PP, 2020). This was implemented because a new type of coronavirus called Coronavirus or SARS-CoV-2 causes respiratory problems and pneumonia which spreads quickly. Most coronaviruses spread quickly like other viruses in general through saliva droplets from coughs and sneezes and contact with the hands or face of an infected person. The main aim of PSBB is to prevent corona virus by limiting individual activities to activities that create crowds or involve many people. Therefore, large-scale social restriction

regulations or also known as social distancing must be obeyed and must be adhered to by all individuals and community groups to minimize transmission of the virus through physical contact.

Social distancing or social restrictions are a very crucial step in containing or slowing virus disease. This action reduces the possibility of unhealthy individuals interacting directly with healthy people and vice versa, keeps healthy individuals from contracting the Covid 19 virus directly. Community activities that are limited include teaching and learning activities. The teaching and learning process at home uses the most effective media, namely the internet. Next are work activities in the office. Companies or institutions are prohibited from employing the usual number of employees or the number of employees entering the office is significantly limited. There is an option to work from home (work from home). There are exceptions for certain companies or organizations such as community services, distribution and transportation companies that deal with major foodstuffs or important and emergency items. Exceptions also apply to military operations and police operations.

Meanwhile, all places of worship are prohibited from being opened to the public, replaced by worshipping at home. Activities outside the home that are not necessary and involve many individuals, such as going for a walk to the mall, are prohibited to the public because they are considered public areas and cause crowds. The use of public transportation modes that carry passengers is also regulated by the number of passengers. Passengers are not allowed to board until the transportation is at full capacity and must wear masks and maintain distance from one another. No mode of transportation of goods is permitted except for very important goods that have been determined. The strict implementation of the PSBB means that consumers' shopping habits are forced to switch to internet applications in acquiring various retail products to maintain survival but still easily meet their needs. (Deni, 2020).

The retail products in question are goods or services sold to consumers in unit or retail quantities to meet daily needs at home, generally nine basic commodities (Irving Hutagalung, 2020). Consumers who obtain goods or services at retail have the aim of consuming them or using them for personal purposes and not for commercial purposes. When regulations limiting social activities were implemented, retail products could not be freely purchased offline like before the Covid-19 pandemic. Consumers inevitably had to buy retail products using online media, also known as online shopping. The general understanding of online shopping is the process of buying and selling goods, services and other things that are carried out online using sophisticated internet technology without physically meeting the seller and the buyer face to face.

The advantage of online shopping is that through utility, consumers can shop anytime, anywhere, within 24 hours and choose various types of products then just pay via bank transfer. Online shopping is an effort to find needed items such as daily necessities, favorites, and so on. Shopping via the internet can also be interpreted as a consumer's desire to spend with the aim of obtaining the desired goods from an online shop site. This step can be carried out by ordering the desired product through a seller, factory or agent using the internet network. Then payment is made by sending money via a bank, electronic platform, or by paying cash when the goods are received using the term Cash on Delivery.

Literary research on the topic of consumer behavior when shopping online for retail products after the Covid 19 pandemic was declared over is still very limited. Therefore, this research aims to analyze and discuss changes in retail consumer behavior after the end of Covid-19 in Indonesia and the possibility of continuing in the future. The types of retail in this research are limited to traditional shop categories such as food stalls, mini supermarkets, grocery stores and fashion stores.

## **METHOD**

The research method takes literature that has a direction and provides an interpretation of consumer behavior in previous research through a literature review. Data was searched using manual search via the Google Scholar search engine by entering keywords, namely consumer behavior, covid 19, online shopping and retail. Then filter and select journals that are relevant to the topics needed in this research. Data analysis in this research is descriptive analysis and describes all the data collected (Muhammad Syaifullah, Muhammad Rafi'i Ma'arif Tarigan, 2023).

## **RESULTS AND DISCUSSION**

### **Consumer Behavior Due To The Covid 19 Pandemic**

According to four (4) studies from Deni (Deni et.al, 2020), Dwi (Dwi Aprillita, et.al, 2021), Gita (Gita Lukiana Kurniasari, 2022), and Eka (Eka et.al, 2022) that changes in consumer behavior are influenced by the Covid 19 pandemic, the implementation of social distancing and online product marketing systems retail products. Initially, consumers were surprised by the situation and conditions resulting from the outbreak of Covid-19 because they were used to shopping for retail products by visiting sales locations such as traditional markets, supermarkets, malls and so on. During the Covid 19 pandemic, restrictions or social distancing, we had to switch to shopping for retail products using the internet via cellular communication

devices such as cellphones and computers without having to be at the location where the retail products are sold.

Patterns of changes in consumer behavior that occur include changes in the choice of location for purchasing retail products and changes in transaction models to obtain the required retail products. The previous choice of location for purchasing retail products was on-site shopping, from offline shopping to online shopping. Meanwhile, previously carrying out retail product transactions using offline payments has changed to online payments. This entrepreneurs or business actors who have to change their retail product sales methods from direct sales to online sales.

Fulfilling the needs of life by consumers can be done through various efforts. One of them is by making purchase transactions online. Actions to fulfill one's life needs are consumer behavior. According to Musnaini (Mugnaini, 2021) consumer behavior involves steps such as searching, selecting, buying, using and evaluating products to fulfill needs or desires. The Covid 19 pandemic has changes in consumer shopping patterns for retail products. The change is that consumers are enthusiastic about changing product selling techniques from conventional sales (offline) to sales via the internet (online). Judging from various factors, including purchasing power, where there is ease of service and product prices offered by online retailers to consumers which are felt to be very affordable, varied and cheaper so that consumers are interested in using internet services while at home due to social distancing regulations. Apart from that, consumers' social, personal and psychological factors also influence consumers' decisions to shop online, especially for food needs.

Purchases has increased sharply and payment methods are no longer made in cash, resulting in access to Gojek services for consumers soaring, especially the "new normal" period. Analyzed by Eka in his research (Eka,et.al, 2022) that Gojek maximizes its services because consumers are not free to be outside the home to shop. Information from Gojek that the online service applications offered to consumers include food and grocery delivery services using the GoFood and GoMart applications, digital wallets with the GoPay application, digital donations using the GoPay and GoGive applications, streaming and entertainment providing the GoGames, GoPlay and GoTix applications, and the goods delivery application is GoSend. Meanwhile, the GoRide shuttle service can still use transportation services through the GoCar service and enforce special rules, such as wearing a mask and installing a transparent cover as a barrier between the driver and the passenger seat at the back (Gojek, 2020).

### **Online Shopping, Retail**

Of the seven (7) other studies, namely Zaenita (Zaenita Puput Anjani, 2021) , Mujianto

(Mujianto, 2021), Anita (Anita Apriliani Rahayu, 2021), Tasriyah (Tasriyah, Khuzaini, 2021), Yuli (Yuli Sugianti, 2021), Putri (Putri Ayu, 2023) and Pina (Pina Wardani, 2022) analyzed the behavior of consumers who shop for online retail products. The term online retail means a type of electronic commerce where consumers can buy goods/services directly without involving intermediaries. Indonesia has a very large offline retail market and a population of hundreds of millions of people and people's behavior tends to be consumerist. Consumptive behavior refers to the actions or lifestyle of someone who likes to spend money with less rational thinking to get an item (Zaenita Puput Anjani, 2021).

In 2019, according to data from the Central Statistics Agency (Badan Pusat Statistik, 2021), there were 15,657 traditional market units, 650 shopping center units, 1,279 supermarket units, total retail in 2019 was 17,586 units. Compared to 2018, the total retail unit was 16,021, an increase of 1,565 retail units in just one year. In 2021, the number of Indonesian retailers will increase to 4.02 million and in 2022, the number of Indonesian retailers will decrease with a total number of retailers of 3.98 million. The most numerous retail outlets in Indonesia are traditional grocery stores, recorded at around 3.94 million units by 2022. Another form of retail is department stores with around 41,453 units. Specialist retail in food, beverages or tobacco totaling 5,455 units.

The types of retailers in the research literature include FRESHMODE Purwokerto Boutique, Traditional Retail Stall, Fashion Department Store, Indomaret Banjarbaru, and Alfamart Amaliun Medan City. Retail has several characteristics, including selling goods in unit quantities, directly meeting and facing consumers, having various types of products according to consumer needs. A type of retail is a department store. This type of store provides many product categories which are generally aimed at meeting consumers' daily needs. Several product categories available include raw food, canned food, snacks, drinks, cosmetics, kitchen necessities, bathroom necessities, and other household necessities. Physical examples of department stores are department stores, supermarkets, mini-markets such as Fashion Department Store, Indomart Banjarbaru, and Alfamart Amaliun.

According to Pina (Pina Wardani, et.al, 2022), Alfamart as a retail store was also affected. Alfamart implemented an online shopping strategy to be able to follow changes in consumer behavior. One of the services is the Alfagift application. Alfagift service is a program created by Alfamart to provide various shopping facilities to mini supermarket consumers. Consumers can get this application via the Google Play Store and App Store platforms at no cost. Alfamart Amaliun also carries out online marketing strategies through several digital platforms, especially in the e-commerce sector in Indonesia, such as Shoope, Tokopedia, Blibli,

and Lazada, which are some of the leading online shopping platforms. Alfamart Amaliun also implements an online marketing strategy by utilizing digital platforms such as Facebook social media to carry out promotions and advertisements for its retail products. Apart from Alfamart, its fellow retail store competitor, Indomaret, also has cases of changes in consumer behavior due.

Tasriyah explained in her research (Tasriyah, et.all, 2021) that the striking changes in online shopping consumer behavior at Indomaret Banjarbaru retail were strongly influenced by individual and social elements. The correlation between social factors and purchasing is that every individual always interacts or is involved with other people in their daily life. Meanwhile, the correlation of individual factors with shopping decisions is a method for collecting and classifying the alignment of a person's behavior with the current situation. Next, specialty stores that sell only one service. Usually has a narrow but focused category scope. Some examples are workshops, car showrooms, restaurants, pharmacies, toy stores, jewelry stores, clothing stores and many more. Examples in the research above are FRESHMODE Purwokerto Boutique, Traditional Retail Stall and Roemah Marly Restaurant, Gorontalo. Non-store retailers use email, websites, mobile applications, and telephones to sell their retail products. Non-store retail has categories, for example direct sales, telemarketing, online retail, electronic retail.

Research results of a Freshmode boutique retail, Zaenita (Zaenita Puput Anjani, 2021) explained that there was a positive influence between the online marketing system consumer behavior when buying retail products at Freshmode Boutique Purwokerto. The social restriction factor only was considered temporary or situational, so this social restriction did not have consumer behavior in purchasing retail products. Meanwhile, Fashion Department Store retail (Anita, 2021), is analyzed from the aspect of motivation to come offline. The feeling of saturation and boredom of consumers because they are at home continuously triggers motivation to visit the retail store again.

There are 2 categories of motivation to revisit, namely motivation due to usefulness (Utilitarian) where consumers feel they have received the benefits they need. Next is motivation due to lifestyle. There is a feeling of joy and comfort as well as inner satisfaction if you visit a fashion department store directly. Another aspect is the behavioral aspect related to economic issues where consumers are becoming smarter in choosing fashion products and targeting goods at more affordable prices in order to estimate expenses. Consumers have also become more sensitive to the price of their products. Then there is the aspect social distancing regulations where consumers tend to choose to visit a shop that is not too busy and has a

relatively short queue.

From Mujianto's research (Mujianto, et.al, 2021) , information was obtained that the types of traditional retail that experienced the negative impact of the Covid 19 pandemic were generally MSMEs. The general definition of MSMEs is businesses that produce products or services owned by individuals or companies that meet the requirements as micro businesses. As mandated in legal regulations no. 20 of 2008 (DPR RI, 2008). Based on the definition of MSMEs, the MSME category is divided into micro businesses, small businesses and medium businesses. During the Covid-19 pandemic, there were several problems frequently encountered by MSMEs, such as a reduced number of orders, rising raw material prices, difficulty distributing products and difficulty obtaining raw materials. Because of this problem, basic material costs and production costs also increased.

Made in his research (Made Ngurah Demi Andayana, 2022) explains that small and medium business actors need to take action to save their business so that it continues to run even in difficult situations. Pay attention to changes in consumer behavior in using goods and services before MSME players take the next strategic action. Consumers use a priority scale to buy products they need, not their desires to be effective and efficient. Apart from that, the online shopping model is the only practical action to minimize cash transactions which are suspected transmit the Covid 19 virus. Consumers remain safe in getting important and necessary goods or services. MSMEs as traditional retail shops must make marketing changes from conventional models to digital marketing models. In line with government regulations, the economy must continue to run with these new rules and habits.

As in Andi's research (Andi Maghfirah Juniar, 2021) regarding the behavior of have a tendency to be consumptive during the Covid-19 pandemic. It can be observed from the tendency to shop via the internet which is supported by technological developments and easy access to online applications. Mothers shop via the internet using smartphones. Products commonly purchased include clothing, accessories and skin care. Online shopping has become a favorite among housewives because of the availability of various goods, its convenience and practicality, the perceived security and comfort, many discounts offered. However, while there are various advantages to online shopping, there are also disadvantages to online shopping. These shortcomings include a mismatch between the appearance of the product ordered and the reality of the product received. Purchased products cannot be received immediately because it requires delivery time and the risk of damage to the product during the delivery process, as well as the risk of fraud.

Traditional retail stalls have switched to online shopping, for example food stalls or

restaurants. In Putri's research (Putri Ayu, 2023), usually visitors can buy and eat on site, but during the Covid 19 pandemic, crowding is prohibited, including in stalls or restaurants. This causes consumer trends to tend to make more purchases online. In 2021, the government will relax regulations because Covid-19 has begun to become an epidemic, so consumers are allowed to eat directly in food stalls or restaurants. However, online shopping can still be done by consumers of the Roemah Marly restaurant. For Roemah Marly restaurants, they can innovate in serving food or food places for consumers who make online purchases so that the taste and appearance of the food matches consumer requests.

## **DIGITAL TRANSFORMATION**

The results of Widia's research (Widia, 2022) , explain that apart from consumers, business actors after the Covid 19 pandemic ends, can still use the internet promoting effective digital marketing techniques, namely shopping online via e-commerce by carrying out transactions using a wallet digital. The term digital wallet is also known as E-Wallet. An application service that makes it easier for users to save and use money as payment. For example, to obtain digital vouchers or purchase goods via an e-commerce platform. This electronic wallet can not only transactions, but can also be used as an offline payment method using QRIS technology.

Regulations from Bank Indonesia state that an Electronic Wallet is a digital service used to store information about payment instruments such as cards and/or electronic money, and has the function of holding money and carrying out payment transactions (Wikipedia bahasa Indonesia, 2023). According to Widia, one of choose to use e-wallet applications repeatedly is because the main factors are ease of use, benefits and promotional efforts offered by the application. Consumers consider these three factors before making a decision to top up their e-wallet balance. Therefore, there is a digital transformation in payment methods from cash to digital payments using the various electronic wallet application services provided.

Digital transformation refers digital technology to produce significant changes in meeting primary needs more efficiently, practically and comfortably. Digital change optimizes the shift and potential in technological integration, as well as changing its social effects. Various infrastructure and technology needs are also requirements that must be met in carrying out digital transformation. According to Irving (Irving Hutagalung, 2020), technology supporting the digital revolution has been used to accelerate the implementation process of digital transformation.

Physical activity restrictions changed consumer behavior. This cannot be avoided



because both consumers and companies must use work from home (WFH) solutions to maintain performance and adapt to changes in online shopping habits to date. In fact, changes in buyer behavior in the digital era continue to develop along with increased use of digital products. The increasingly affordable prices of electronic goods that can be purchased at lower prices availability of internet access that is increasingly widespread and easier to use have changing consumer shopping styles in the digital world.

## CONCLUSION

From discussion, it was concluded that changes in retail consumers have occurred since the implementation of social distancing rules and recommendations to study and work from home as anticipatory steps to prevent the transmission of the Covid 19 virus and there is no physical contact between individuals. In order to meet their daily needs, consumers inevitably have take advantage of internet technology which has developed from being just a communication tool to becoming an online shopping tool. The number of users of online shopping applications from smartphones has soared as digital technology developments are forced to quickly adapt to changes in consumer behavior. The fastest online shopping is shopping for primary retail needs which are also related to health.

The development of digitalization accelerated with new innovations carried out by producers or business actors. This aims to provide easy service to consumers, be able to fulfill consumer demands so as not to lose customers and have an advantage over other business competitors. Maybe in the future consumers will again prefer to shop at physical locations. Consumers with these behavioral choices can use both offline and online channels or what is called Omnichannel, depending on the context or which channel is most suitable for that consumer. Changes in consumer behavior are inevitable along with the changing trend towards digital business transformation with all the sophistication of digital technology innovation being the hope for further research in the future.

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