

Attitudes and Behavior Towards Online Shopping Consumer Culture of Economics Education

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Abstract

Backgrounds. The development of digital technology and easy access to online shopping platforms have driven changes in student consumption patterns. Student attitudes and behaviors are suspected to be factors influencing the formation of a consumer culture in online shopping activities. **Aim.** This study aims to analyze the influence of student attitudes and behaviors on the consumer culture of online shopping among Economics Education students at PGRI Jombang University.

Methods. The study used a quantitative approach with explanatory research. Data were collected through questionnaires distributed to 28 students using a simple random sampling technique. Data analysis was performed using descriptive statistics, correlation tests, and multiple linear regression.

Results. The results showed that partially, attitudes had a negative regression coefficient on the consumer culture of online shopping, but did not have a significant effect ($\beta = -0.402$; Sig. = 0.057). Behavior had a positive regression coefficient, but also did not have a significant effect on the consumer culture of online shopping ($\beta = 0.063$; Sig. = 0.602). Simultaneously, attitudes and behavior did not have a significant effect on the consumer culture of online shopping ($F = 2.059$; Sig. = 0.149). The coefficient of determination ($R^2 = 0.141$) indicates that the two variables only explain 14.1% of the variation in consumer culture, while 85.9% is influenced by factors outside the research model. Thus, students' online shopping consumer culture is influenced not only by attitudes and behaviors, but also by other factors such as social media, digital promotions, social environment, lifestyle, and economic conditions.

Keywords: Attitudes; Behaviour; Consumer Culture; Online Shopping; Students.

INTRODUCTION

The development of digital technology has shaped increasingly positive attitudes toward online shopping. Supported by social influences and increasing confidence in using technology, college students tend to make online shopping part of their daily consumption activities. This phenomenon suggests that shopping decisions are the result of an interaction between cognitive and social factors, making this theoretical approach a relevant foundation for analyzing college students' consumption behavior in the context of the digital economy.

Consumer culture in the digital age is influenced not only by easy access to technology but also by the intensity of promotions through social media, digital advertising, discount programs, and various marketing strategies designed to encourage impulse buying. Students, as part of the digital generation, tend to have high levels of exposure to this marketing information, making them more susceptible to making unplanned purchases. This situation has the potential to influence how they view consumption activities and shape their personal financial management behavior.

According to Munawaroh (2024) the consumer culture in the Sambirejo village community shows an increase in consumption behavior triggered by better sources of income and changes in the times that bring more diverse needs. Changes that occur directly or indirectly have an impact on the

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welfare of the community where this consumer lifestyle can lead to economic instability if not balanced with wise income management. Thus, the consumer culture that develops among teenagers, especially in Sambirejo village, is greatly influenced by various external factors such as social media, online advertising, and popular trends. This influence often leads to impulsive shopping behavior that can have a negative impact on personal financial management.

Online shopping has become a rapidly growing phenomenon with increasing internet accessibility and technological advancements. With the convenience it offers, consumers can now quickly search, compare, and purchase products without having to leave their homes. According to Herry Hermawan (2017), convenience in online shopping, in addition to saving time and attractive website design features, are the main factors influencing consumer attitudes towards online shopping. This indicates that these factors play a significant role in shaping consumer behavior and driving the growth of e-commerce across various groups.

Consumer attitudes toward online shopping are influenced by various factors, including convenience, design, website, and security. Research shows that "website design is the most influential factor in consumer attitudes toward online shopping, followed by convenience, which is the second most influential factor in online shopping attitudes ¹." Consumers tend to prefer platforms that are easy to use and offer a pleasant online shopping experience. In addition, security issues are also a major concern, where consumers often avoid online transactions that are perceived as risky. Thus, understanding consumer attitudes is important for marketers in formulating effective strategies to attract customers in the digital era.

Consumptive behavior, especially among students, is increasing along with technological advances and the ease of online shopping. According to Ulya (2023), shopping behavior has become part of a lifestyle, and in some cases, individuals are willing to sell valuable items such as earrings, cameras, and cell phones to satisfy their shopping desires. In fact, in some situations, some people sacrifice food needs by only eating enough to be able to buy branded clothes and are proud to have a diverse clothing collection. They always try to look different from others and like to wear clothes that are not the same as others when traveling.

The current level of student consumption is increasing along with technological developments and the accessibility of online shopping. This phenomenon reflects changes in consumer behavior among the younger generation, who prefer the convenience of shopping without having to leave home. Consumptive behavior can be characterized by a tendency towards luxurious and excessive living, where individuals often feel dissatisfied with what they have and continuously strive to fulfill their desires for new items. ²This shows that exposure to digital media and advertising plays a significant role in shaping consumption patterns, which are influenced not only by needs but also by the desire to follow trends and lifestyles. This is further strengthened by the fact that many students in the class of 2022 have online shopping applications such as Shopee, which make it easier for them to fulfill their needs and desires instantly. Therefore, this phenomenon is the main reason for choosing the title to describe student consumption patterns in the digital era, particularly those influenced by technological developments and the accessibility of online shopping platforms.

¹ Herry Hermawan, 'Consumer Behavior Towards Online Shopping in Discourse', *Scientific Journal of Communication*, 16.1 (2017), 136–47.

² Paramita N., Fatmawati, & Pratama RA., 'The Influence of Online Shops on Student Consumptive Levels', *Journal of Economics and Social Sciences (JEIS)*, 03.01 (2024), 81–92.



LITERATURE REVIEW

The development of digital technology has transformed consumer patterns, particularly among students. Easy access to various e-commerce platforms, such as Shopee, Tokopedia, and TikTok Shop, allows individuals to conduct transactions anytime and anywhere. This situation not only increases purchasing power but also fosters a consumer culture characterized by a tendency to purchase goods based on desire rather than need.

Culture is an individual behavior that prioritizes fulfilling desires, following trends, and seeking emotional satisfaction through consumption activities.³ Meanwhile, consumer culture develops due to social change, increasing incomes, and the ease of obtaining goods through digital media. If not balanced with sound financial management, consumer culture has the potential to cause economic instability for households and individuals.⁴

From a consumer behavior perspective, consumer culture does not emerge spontaneously but is influenced by various factors such as digital promotion, social media, social groups, and the ease of online transactions. Therefore, consumer culture is a crucial variable in explaining changes in student attitudes and behavior as consumers in the digital age.

Consumer attitudes toward online shopping are influenced by convenience, platform design, and transaction security. The higher the perceived convenience and comfort, the more positive the consumer's attitude toward online shopping.⁵ Attitude is an individual's tendency to evaluate a particular object, activity, or phenomenon positively or negatively. In the context of online shopping, students' attitudes are shaped by their experience using digital platforms, perceptions of service quality, transaction security, ease of use, and perceived benefits.

In *the Theory of Planned Behavior* (Ajzen, 1991), attitude is one of the main determinants influencing a person's intentions and behavior. When students have a positive attitude toward online shopping, they tend to be more receptive to the consumer culture that is developing in the digital environment. These findings indicate that consumer culture is closely related to the formation of students' attitudes toward consumption activities in the digital era.

Consumer behavior is the concrete actions individuals take in searching for, purchasing, using, and evaluating products to meet their needs and desires. In the digital age, student behavior is influenced not only by economic factors but also by social media, influencers, promotions, discounts, and emerging trends.

Financial literacy negatively impacts consumer behavior. Meanwhile, self-concept and culture have a positive and significant impact on consumer behavior. Financial literacy, self-concept, and culture collectively influence consumer behavior.⁶ Meanwhile, the use of online shopping platforms increases students' tendency to make impulsive purchases.⁷

³ Azzahidatul ' Ulya, Octavia Nindya Putri, and Widia Aulia Naylawati, 'Consumptive Culture of Online Shopping Among Students', *Proceedings of the National Seminar*, 2023, 1300–1308.

⁴ Siti Munawaroh and Iftitah Firmania, 'Analysis of Consumptive and Socio-Economic Traits in the Sambirejo Village Community on Household Economic Stability', *EQUILIBRIUM: Scientific Journal of Economics and Its Learning*, 12.2 (2024), 140

⁵ Herry Hermawan, 'Consumer Behavior Towards Online Shopping in Discourse', 136–47.

⁶ Sunarto Mawo, Thomas, 'The Influence of Financial Literacy, Self-Concept and Culture on the Consumptive Behavior of Students of SMAN 1 Kota Bajawa', *Journal of Economic Education*, Volume 6 (.1 (2017), 60–65.

⁷ Paramita N., Fatmawati, and Pratama RA., 'The Influence of Online Shops on Student Consumption Levels', 81–92.



Kotler and Keller explain that consumer purchasing behavior is the result of an interaction between cultural, social, personal, and psychological factors. Therefore, consumer culture can be a factor shaping students' purchasing behavior when conducting online transactions.

A convenient and engaging online shopping experience increases consumers' positive attitudes toward digital transactions.⁸ Furthermore, it demonstrates that the growing consumer culture among college students is linked to a growing tendency to enjoy shopping as part of their lifestyle.⁹

Based on the theory of consumer behavior and the results of previous research, it can be explained that the higher the consumer culture of online shopping, the greater the possibility of forming a positive attitude towards online shopping activities among students.

According to Kotler and Keller, culture is a major factor shaping consumer purchasing behavior. Other research shows that the more frequently students use online shopping, the higher their tendency to engage in consumer behavior.¹⁰ Similar findings also indicate that changes in consumer culture due to technological advancements influence people's consumption patterns.¹¹

Research by Nurjannah, Nurdiana, and Ampa on Economics students shows that e-commerce consumption practices are driven by convenience, a wide selection, price, and promotions, among other factors.¹² Research by Azizah and Hermawan on student e-commerce suggests that student consumer behavior needs to be understood through more than one behavioral and financial factor.¹³

Anggun and Hardiansyah's research shows that consumer trust is related to online shopping behavior among college students.¹⁴ Asnawi's research on college students in Surabaya shows that attitudes and perceptions can be related to online purchasing decisions. These findings support the importance of attitude variables in the study of digital consumer behavior, although the dependent variables of those studies differ from this one.¹⁵

Based on the theory and results of previous research, consumer culture is estimated to influence student behavior in making purchases through digital platforms.

HYPOTHESIS

H0₁: Students' attitudes do not have a significant influence on the consumer culture of online shopping among Economics Education students at PGRI Jombang University.

H1₁: Student attitudes have a significant influence on the consumer culture of online shopping among Economics Education students at PGRI Jombang University.

⁸Herry Hermawan, 'Consumer Behavior Towards Online Shopping in Discourse ', 136–47.

⁹ Ulya, Putri, and Naylawati.

¹⁰Paramita N., Fatmawati, and Pratama RA., The Influence of Online Shops on Student Consumption Levels, 81–92.

¹¹ Siti Munawaroh and Ifitah Firmania, 'Analysis of Consumptive and Socio-Economic Traits in the Sambirejo Village Community Regarding Household Economic Stability', 140

¹² Nurjannah, Nurdiana, and Andi Tenri Ampa, 'Consumptive Behavior of Economics Education Students as an Impact of E-Commerce Development,' *Journal of Economic Education (JUPE)* 11, no. 2 (2023): 186–192.

¹³ Nur Azizah and Sigit Hermawan, "Determinants of Student Consumptive Behavior in E Commerce Context," *Indonesian Journal of Law and Economics Review*, 20, no. 3 (2025):

¹⁴ Anggun Citra Mahgfiroh Anggun and Eko Hardiansyah, "Consumer Trust and Consumptive Behavior in Online Shopping among Students," *Journal of Theoretical and Applied Psychology* 15, no. 3 (2024): 263–269

¹⁵ Anita Asnawi, "Attitudes and Perceptions of Students in Surabaya Towards Online Purchasing Decisions," *Eqien - Journal of Economics and Business* 9, no. 1 (2022): 250–258



RESEARCH METHODS

This study uses a descriptive quantitative method. This method aims to determine the influence of online shopping consumer culture on the attitudes and behavior of students of the Faculty of Teacher Training and Education (FKIP) of Economic Education, Class of 2022, Universitas PGRI Jombang. The subjects of the study were students of the Faculty of Teacher Training and Education (FKIP) of Economic Education, Class of 2022, Universitas PGRI Jombang, while the object was the influence of consumer culture on attitudes and behavior. The population of this study was taken from all FKIP students of Universitas PGRI Jombang. Meanwhile, the sample was taken using a simple random sampling technique with 28 students as respondents who were considered to be representative of the population.

The data collection technique used a questionnaire. The questionnaire was the primary tool used to collect data from respondents. This questionnaire contained questions designed to obtain information regarding the consumer culture of online shopping on the attitudes and behavior of students of the Faculty of Teacher Training and Education, Economics Education, Class of 2022, PGRI Jombang University. The researcher distributed the questionnaire via an online link to facilitate respondents' responses. In-depth interviews were conducted to gather further information from informants. Structured interviews can also be used in quantitative research to collect numerical data that can be analyzed statistically. This interview aimed to obtain students' personal views and experiences regarding their consumer behavior in online shopping.

In this study, the instrument used to collect data was a questionnaire distributed to students of the Faculty of Teacher Training and Education (FKIP) Economics Education, Class of 2022, Universitas PGRI Jombang (UPJB). The questionnaire was designed to measure the influence of students' online shopping consumer culture. The following are some details regarding the research instrument. The data collected were primary data with an ordinal type using a Likert scale. This scale has five response options: Strongly Disagree, Disagree, Agree, Strongly Agree, and Undecided.

The data obtained in this study will be processed using statistical software (e.g. SPSS), and the analysis of interview data will be analyzed using thematic methods to identify relevant patterns and themes related to online shopping consumer culture on students' attitudes and behavior. Data analysis is carried out through the following steps: 1) Validity and Reliability Test: To ensure that the instruments used are valid and reliable. 2) Descriptive Analysis: To describe data regarding students' purchasing plans and purchasing satisfaction. 3) Correlation Test: To test the relationship between purchasing plan variables and purchasing satisfaction. The statistical test used is Pearson or Spearman correlation, depending on the data distribution. 4) Linear Regression Test: To see the influence of consumer culture on attitudes and behavior.

RESEARCH RESULT

In our research, questionnaires were distributed to 28 male and female respondents, including students from the Faculty of Teacher Training and Education (FKIP) Economics Education, Class of 2022, Universitas PGRI Jombang. Students who use online shopping apps like Shopee, which facilitate instant fulfillment of their needs and desires, were included in the following table. The calculated results are as follows:

Table .1 Descriptive Statistical Analysis

Variables	Mean	Standard Deviation	N
Consumer Culture	10.96	2,365	28
Attitude	19.39	2,183	28
Behavior	30.61	3,665	28

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Source: SPSS Output

This table shows that the average consumer culture score is 10.96 with a standard deviation of 2.37, the attitude score is 19.39 with a standard deviation of 2.18, and the behavior score is 30.6 with a standard deviation of 3.67. The relatively small standard deviation indicates that the data distribution is not too far from the average. This shows that the research variables have quite varied average values, with a relatively small standard deviation, indicating that the data distribution is not too far from the average. Therefore, it can be concluded that the variable that most influences consumer culture is behavior. In terms of product quality indicators, it is the most motivating factor for making purchases.

Table .2 Correlation Test

Variables	Consumer Culture	Attitude	Behavior
Consumer Culture	1,000	0.363	0.067
Attitude	0.363	1,000	0.085
Behavior	0.067	0.085	1,000

Source: SPSS Output

Based on this correlation value, the relationship between variables tends to be weak, except for the relationship between consumer culture and attitudes, which has a moderate negative correlation. Thus, the results of the correlation test are: shows that the relationship between attitudes and consumer culture has a significant correlation of 0.363 with a sig. value of 0.029 ($p < 0.05$). This indicates that the more negative an individual's attitude, the lower their consumer culture. Meanwhile, the results of the correlation test between behavior and consumer culture have a weak correlation of 0.067 with a sig. value of 0.368 ($p > 0.05$), indicating an insignificant relationship.

Model summary

Table .3 Multiple Linear Regression Test

Statistics	Mark
R	0.376
R Square	0.141
Adjusted R Square	0.073
Std. Error	2,277
A	< 0.05

Source: SPSS Output

Anova

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Regression	21,348	2	10,674	2,059	0.149
Residue	129,616	25	5,185		
Total	150,964	27			

Source: SPSS Output

Regression Coefficient

Independent Variable	B	Std. Error	Beta	T	Sig.
(Constant)	16,827	5,148	-	3,269	0.003
Attitude	-0.402	0.201	-0.371	-1,997	0.057
Behavior	0.063	0.120	0.098	0.528	0.602

Source: SPSS Output

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The multiple linear regression model has an R value of 0.376, indicating a positive but weak relationship between the independent variables (Attitude and Behavior) and the dependent variable (Consumer Culture). The R Square value of 0.141 indicates that only 14.1% of the consumer culture variable can be explained by the attitude and behavior variables.

The ANOVA test shows that the model is not statistically significant ($F = 2.059$, $p = 0.149$), so this regression model is not strong enough to predict consumer culture variables.

The regression equation obtained is: $Y = 16.827 - 0.402X_1 + 0.063X_2$. The attitude coefficient is negative, but its significance is 0.057 so it is not yet significant at the 5 percent level. The behavior coefficient is positive at 0.063, but it is not significant with a p value of 0.602.

DISCUSSION

The results of the study indicate a difference between simple correlation and multiple linear regression. Attitudes were significantly correlated with consumer culture ($r = 0.363$; $p = 0.029$), but when attitudes were analyzed together with behavior in the regression, the attitude coefficient was no longer significant at the 5 percent level ($p = 0.057$). This difference is methodologically important because correlation only describes the relationship between two variables, while partial regression estimates the contribution of a variable by considering other variables in the model. Therefore, the results of the study are not accurate if it states that attitudes significantly influence consumer culture based on the p value = 0.029 alone.

The findings regarding attitudes remain relevant when placed within the digital consumer behavior literature. Asnawi's research indicates that college students' attitudes and perceptions can be related to online purchasing decisions. Meanwhile, Childers et al. demonstrated that experience, convenience, navigation, and utilitarian and hedonic motivations are important components of online shopping behavior. The current research findings demonstrate that these relationships do not automatically result in a significant partial effect on consumer culture in the sample of 28 college students studied. 61

Behavior does not show a significant relationship or influence on consumer culture. The correlation coefficient of 0.067 indicates a very weak relationship, while the regression coefficient of 0.063 with $p = 0.602$ indicates that behavior, when combined with attitudes in the model, does not provide sufficient statistical evidence to explain variations in consumer culture. These results do not imply that shopping behavior is substantively unimportant, but rather indicate that the behavioral variables measured in this study do not sufficiently explain consumer culture in the respondents studied.

The R Square of 0.141 also indicates that the model does not explain most of the variation in consumer culture. More recent literature suggests the potential importance of other factors, such as promotion, lifestyle, financial situation, self-control, consumer trust, and digital platform usage characteristics. Research on college students' consumer behavior in an e-commerce context, for example, posits various behavioral and financial factors as part of the explanation, while studies on consumer trust have found a relationship between trust and consumer behavior. 45

Thus, product quality, which was mentioned as the primary factor in the original manuscript, needs to be treated with caution. The data available in the manuscript does not provide a specific table testing product quality as an independent variable in the regression model. Therefore, this revised article does not conclude that product quality is the most statistically influential factor. This statement is more appropriately positioned as a descriptive finding from the instrument, if indeed the product quality indicator has the highest score or frequency; however, supporting figures were not presented in the original manuscript.



CONCLUSION

Based on the analysis results of 28 respondents, attitudes have a positive relationship with consumer culture in the correlation test ($r = 0.363$; $p = 0.029$), but the effect of attitudes in multiple linear regression is not significant at the 5 percent level ($B = -0.402$; $p = 0.057$). Behavior has a very weak relationship with consumer culture ($r = 0.067$; $p = 0.368$) and does not have a significant effect in the regression ($B = 0.063$; $p = 0.602$). Simultaneously, attitudes and behavior do not have a significant effect on consumer culture ($F = 2.059$; $p = 0.149$), with a model explanation ability of 14.1 percent ($R^2 = 0.141$).

These conclusions apply to the sample and operationalization of the variables in this study. Further research should use a larger sample and include other theoretically relevant variables, such as digital promotion, peer influence, lifestyle, self-control, financial literacy, consumer trust, and intensity of social media use. Instrument validity and reliability testing should also be fully reported to evaluate the quality of the measurement.

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