



THE DIGITAL ERA IN INFLUENCE ON WOMEN'S CONSUMER BEHAVIOR IN THE BUSINESSWOMAN BOND COMMUNITY INDONESIA (IWAPI) NORTH SUMATRA

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Abstract

This study aims to determine the influence of the digital era on women's consumer behavior in the Indonesian Businesswomen Association (IWAPI) in the North Sumatra community. Understanding consumer behavior in the digital age is an essential and critical strategy for achieving a competitive advantage. Consumer or individual behavior provides a challenge for the Indonesian Businesswomen's Association community, which requires providing an understanding of digitalization both in e-commerce and the need to provide marketing that uses electronic devices or the Internet and provides opportunities for consumers to seek Information about products to be sold or purchased, as well as obtain testimonials from other consumers about their experiences after buying or consuming a product. The purpose of this study is to present a systematic literature review on the effect of digitalization on consumer behavior. The analysis used in this research is qualitative, with the analysis used in this research being thematic analysis with analytical techniques to identify patterns from data related to perceptions. The results of this study show that digitalization causes a migration of consumer behavior from offline (physical dimension) to online (digital dimension). IWAPI must adapt to changes in consumer behavior, which is one of the keys to success in maintaining the survival of every entrepreneur.

Keywords: Digitalization, Consumer Behaviour and Decision Making

INTRODUCTION

The development of IT has been very rapid since the enactment of government regulations on economic recovery, which provide freedom of business. Needs are inherent in human nature, so they do not change easily. Meanwhile, desire is a desire to satisfy specific needs that differ from others. Each individual may have relatively the exact needs, but their desires can vary (quickly change) according to their wants and needs. Each fulfills his needs and desires in the form of goods and services that can be offered to meet needs and desires. Consumer behavior can determine the decision-making process when purchasing the required product or service. This process is a problem-solving approach to human activities to buy a good or service to fulfill their needs and desires. For consumers, the costs incurred to meet their needs and desires must be based on what is expected to create satisfaction. Decision-making by users of goods or services is critical because every activity or event requires a decision to go through a process that will determine the results or output to be achieved as for the indicators in consumer behavior. That is, needs and wants will determine decisions in using services; the Internet, social media, mobile applications, and other digital communication technologies have become part of people's lives. Consumer marketing in the future will primarily be done through digital settings, mainly social media and mobile. Therefore, it is necessary to conduct consumer research to understand consumer behavior in a digital environment. Marketers utilize digital channels such as search engines, social media, email, and other websites to connect with customers or potential customers.

Online shopping via the Internet allows consumers to search for Information about products or services and make purchases through direct interaction with retailers online. Time and cost efficiency are two main reasons why people worldwide prefer the Internet. The utilization of the Internet to meet daily needs has now become commonplace throughout the world. One of the areas that has dramatically utilized the rapid development of the Internet is the business world, where E-commerce and online shopping have begun to dominate. Internet marketing is a strategy where computers become the primary medium for recognizing, producing, and storing product information that can operate indefinitely, 24 hours a day, 7 days a week, and 365 days a year (Suki & Suki, 2013).

The study of consumer behavior centers on how individuals make decisions to utilize their available resources (time, money, effort) to purchase consumption-related goods (Schiffman & Kanuk, 2008). Consumer behavior is very complex, relating to perceptions, attitudes, and preferences towards all elements related to the brand. Perceptions describe how consumers perceive certain products or services after previous experiences that can influence future consumer behavior intentions. Consumer behavior is the process consumers use when searching, purchasing, using, evaluating, and determining products or services expected to satisfy their needs. The experience of a service or product is a subconscious reaction from sensory receptors, the basis for consumers' creation of a comprehensive picture of a product or service. These perceptions can be influenced by internal or external factors that drive purchasing a product. Attitudes represent complex consumer psychological categories depending on prior knowledge, expectations, beliefs, emotions, feelings, opinions, and desires. The realization of consumer attitudes can be influenced by how communication is established between companies and consumers. Consumer attitudes can be influenced by the environment of family, friends, colleagues, and other groups that are trusted as reference groups. Companies must understand what consumers need and want to buy, how the buying process works when shopping is usually done, and where and why consumers purchase specific products.

The internet era has changed all aspects, including shifting our inspiration to professional aspirations, work, lifestyle, achievements, ownership, relationships, and trust. In the internet era, consumers have many choices before making a decision. It is an advantage for customers and impacts the company's business strategy to adapt by utilizing digitalization as one of the keys to its success in maintaining its survival. Based on the explanation above, this study aims to determine how digitalization affects consumer behavior and what the advantages and disadvantages of digitalization are for businesses and customers. Digitalization has been trusted by its customers in various activities, and this company has become the first choice application-based service company for people in the city, competing closely with each other. However, this is considered less innovative, considering that

technological developments are increasingly sophisticated, including the emergence of various online digitalization.

LITERATURE REVIEW

According to (Stephen, 2016), behavior is a person's awareness of an object, person, problem, or situation that has something to do with him or is seen as something conscious. Behavior is influenced by several factors, namely (1) Transactional Behavior, (2) Referential Behaviour, (3) Preferential Behaviour, and (4) Exploratory Behaviour. Based on the background regarding the development and progress of online digitalization, which has an impact on its users, the authors are interested in studying and researching further in the form of research with the title "The digital era in influencing women's consumer behavior in the community of the Indonesian Businesswomen's Association (IWAPI) North Sumatra."

Digital is a medium that provides an online role in promoting and marketing a brand or brand (Siregar, 2021). The increasing world of the Internet and technology has caused digitalization to become a viral strategy most marketers use, making the Internet a very prospective market. Digitalization is marketing through the web, mobile phones, and gaming devices, offering new access to advertising (Mcgee & Marshall-Baker, 2019). It affects the strategy of marketing budgets from traditional marketing such as TV, radio, and print media towards new, more interactive technology media. Digitalization is marketing that has a broader scope because it refers to digital media such as web, email, and wireless media, but also includes digital customer data management and how the Internet can be used together with traditional media to obtain and provide services to customers (Chaffey et al., 2009). Companies must be able to identify target buyers, identify appropriate internet sites to advertise products and use search engine optimization to improve site visitor rankings by obtaining high-ranking placements on search results pages, thus linking themselves with the product. Strauss and Frost (2009) state that there are seven stages in e-marketing design, namely:

1. Situation analysis

A SWOT analysis is carried out at this stage, namely analyzing the company's strengths, weaknesses, opportunities, and threats. The strategic decision-making process is related to the company's vision, mission, goals, strategies, and policies. Strategic planning is done by comparing internal factors, namely strengths and weaknesses, with external factors, namely opportunities and threats the company faces. Rayport and Jaworski (2003) state that e-marketing strategy planning assists in evaluating and analyzing market opportunities (Market Opportunity Analysis / MOA search engines and exciting content, with the aim of:

Achieving customer customer goals can:

- Identify specific customers to be addressed by the company

- Assess the advantages related to competition
- Assess the company's resources to provide offers
- Assess market readiness with technology
- Determine opportunities concretely
- Assess the opportunity for customer attraction.

2. Objectives.

In e-marketing, objectives include aspects of the task, i.e., what to aim for, measurable quantity, and time (time frame). E-marketing aims to achieve various goals, such as the following:

- Identify measures of unmet customer needs (CRM), customer satisfaction, purchase frequency, or customer referral rate). Increase market share. Increase the size of the database.
- Increase the number of comments on a blog or website.
- Improve supply chain management (such as by increasing member coordination, adding partners, or optimizing inventory levels).
- Reduce costs (such as distribution or promotion costs).
- Achieve brand objectives (such as increasing brand awareness).

3. E-marketing strategy is related to the marketing mix, namely product, price, place or distribution channel, promotion, and customer relationship management.

4. The implementation plan is the company's decision to choose a practical and creative strategy. Marketers choose the marketing mix, management strategies, and other strategies to achieve the company's goals.

5. Budget

During the plan execution process, marketers continuously monitor actual revenue and costs to see the results that have been achieved. The Internet is one tool that can be used to monitor results due to the technological record of visitors per click. To get budget information that can be accounted for, it is necessary to make calculations about revenue forecasts, intangible benefits, cost savings, and e-marketing costs.

6. Evaluation plan. Continuous evaluation is necessary for successful e-marketing. A balanced scorecard can be used to evaluate the success of the e-marketing program and whether it is suitable for the company's objectives.

Consumer Behaviour Problems

Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and place goods, services, ideas, or experiences to satisfy their wants and needs (Kotler & Keller,

2016). Consumer behavior can be described as how individuals decide to utilize their available resources to purchase consumption-related goods. Perceptions describe how consumers perceive certain products or services after previous experiences that can influence future consumer behavior intentions. The experience of a service or product is a subconscious reaction from sensory receptors, the basis for consumers' creation of a comprehensive picture of a product or service. These perceptions can be influenced by internal or external factors that drive purchasing a product. Attitudes represent complex psychological categories of consumers depending on prior knowledge, expectations, beliefs, emotions, feelings, opinions, and desires. One of the most well-known theories in the field of social science and psychology to predict consumer behavior is the theory of reasoned action (TRA) (Ardani, 2022)(Fishbein & Ajzen, 1975).

Behavioral intention is influenced by three components, namely attitude, subjective norm, and perceived behavior control. Attitude expresses a person's feelings that reflect their liking or dislike for an object. Subjective norms are individual beliefs about the expectations of people around them who influence individuals and groups to do or not do a specific behavior. Perceived behavioral control refers to a person's perception of whether or not it is difficult to carry out the desired action, related to beliefs about whether or not the sources and opportunities needed to realize certain behaviors are available (Sommer, 2011).

METHOD

The type of research used in this research is qualitative research, with the analysis used in this research being thematic analysis with analytical techniques to identify patterns from data related to perceptions, such as perceptions about ease of use, learning benefits, or technical challenges. The approach used is a survey approach; the survey approach is one type of qualitative research method applied to reveal the ordinary meaning that is the essence of a concept or phenomenon that is consciously and individually experienced by a group of individuals in their lives.

RESULTS AND DISCUSSION

Measurement Model

Consumer Behaviour

The consumer behavior of mothers in online digitalization among mothers of the Indonesian Women Entrepreneurs Association is seen from the interest in using online digitalization because of the needs that mothers must meet. Not only is the need a factor for them to use online digitalization, but other factors encourage mothers to be interested in it. Digitalization, one of which is the quality of online digitalization. Digitalization is one of them, along with the quality of service and reasonable

prices provided by digitalization, so mothers are interested in using online digitalization. It is based on the results of interviews with informants.

Based on the results of interviews conducted with informants Rosnelly as Chairperson of IWAPI SUMUT, Linda and Khikan feel that the existence of online digitalization services can make it easier for them to carry out activities both internally and externally to the business carried out on marketing and selling goods and services. One of them is that the existence of online food digitization services helps them meet the needs they want. Meanwhile, informants Iin and Nurul quickly feel enough about the existence of online digitization services. Because they do not immediately find consumers who will buy their goods and services, these two things affect mothers' consumer behavior in online digitalization, be it Digitalization Bike, Digitalization Food, or Digitalization Express.

Meeting the needs of consumer behavior patterns in these mothers requires steps or actions taken by someone who must have an apparent reason or because there is a strong urge to do so. The activities carried out by mothers generally aim to meet the needs of life or obtain the highest level of satisfaction and achieve prosperity.

Vashty Ghassany Shabrina's (2019) *The Effect of the Digital Revolution on Consumer Behavior* describes how the digital revolution has changed consumer behavior toward online digitalization. This research shows that technology significantly contributes to gaining profits and retaining consumers.

Consumer Behaviour in the Digital Age

The rapid development of the digital era has an impact on all aspects of life. One is in the business world and consumer behavior when shopping. Before deciding to make a purchase transaction, there are several important points that consumers now consider. Such as product, brand, supplier, purchase time, purchase amount and payment method.

For more details, the following are consumer behaviors that exist in the digital era:

a. **Looking at Standards and Quality from Reviews**

Now, consumers no longer compare a particular product with its competing brands but with all brands. This happens because consumers worldwide can easily access information and product specifications. They will become more selective and compare one product with another.

Consumers often look at reviews on the Internet to understand whether a product or service is good or bad. Their media is diverse, from Google searches to social media and testimonial pages in online stores.

b. **Consumer Tolerance**

The existence of social media, of course, can be used by companies to stretch their reach wider and attract more customers worldwide. Communication with consumers will also become more accessible with social media. However, in the digital era, consumer behavior has changed a lot. They tend to want convenience in their services. However, they will complain directly on social media if the service needs to be adequately fulfilled. It will make the company's review bad and damage its reputation.

However, if the service is good, consumers may immediately promote the company on their social media. Therefore, in this digital era, companies must be more careful and always maintain the service and quality of each product or service.

c. Dialogue with Consumers

Social media and online stores are always the first choice when discussing business in this digital era. Many consumers know a product or service from customer reviews and testimonials on social media and online stores.

This can build or destroy the company at the same time. If the reviews and testimonials obtained by the company are good, then more consumers will later make a purchase transaction. However, if the reviews and testimonials obtained are good, the company can become better off because purchases have decreased dramatically.

d. Loyalty

Consumers now have many choices. He will not want to spend his money on products or services of poor quality. Consumers tend to be willing to pay more for a product or service with good quality than a low price but with poor quality.

e. Likes to Seek Information

All Information about a product can easily be accessed on social media, online stores, and the brand's website. Consumers can easily see product images and specifications directly there.

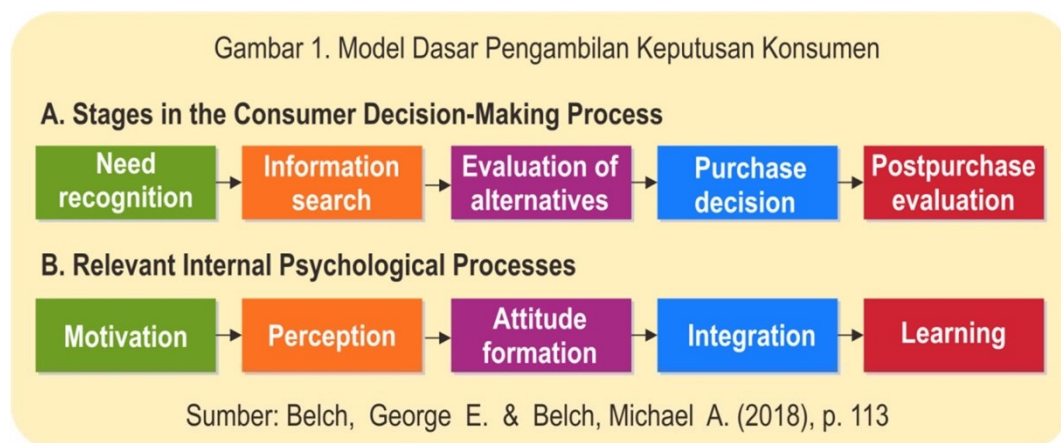
f. Do not Want to Be Left Behind

Consumers in this digital era often want to be included in something discussed or trending. Consumers like to look for products or services used by the general public. They tend not to want to miss something.

This forces companies to continue innovating their products and following existing trends. If you can't keep up with the trends, you can change the packaging to something more eye-catching that the public favors.

Consumers in the digital era like to post things they think are good and then upload them to their social media. Therefore, companies must often do research on what consumers want and what is currently trending.

Consumer behavior is the study of consumer actions while searching for, purchasing, using, evaluating, and abandoning products and services expected to satisfy their needs (Khazim, 2016). Consumer behavior explains how individuals make decisions to spend available resources (e.g., time, money, effort) on goods that marketers offer for sale. The study of consumer behavior describes the products and brands that consumers buy, why they buy them, when they buy them, where they buy them, how often they buy them, how often they use them, how they evaluate them after purchase, and whether they buy them repeatedly. Figure 1 below provides a basic model of consumer decision-making, which begins with a decision-making process that provides an internal psychological process for consumer decision-making.



These five steps represent a traditional buying process that can be used as a guide to learn how consumers make decisions. However, it is essential to note that consumer decisions only sometimes proceed sequentially through all these steps. Consumers can end the process at any time or not even make a purchase. Also, note that technology is changing the way people make decisions. The stages that consumers go through in the decision-making process are described as follows:

1. Need Recognition

The buying process begins with a problem or need that consumers feel. Consumers perceive the difference between the desired state (want) and the current situation to generate and activate the decision process. These needs may have been known and felt by consumers long before.

2. Information Search

After consumers feel the need for a good or service, they look for Information stored in memory (internal Information) and Information obtained from the environment (external). If the consumer's drive for a product is satisfied and within reach, they will likely buy it. Consumers can search for Information related to these needs through personal sources (family, friends, and family),

commercial sources (advertisements, salespeople, agents, etc.), public sources (mass media), and their own experiences.

3. Evaluation of Alternatives

Alternative evaluation evaluates product or brand options and selects them according to consumer desires. Some basic concepts will help understand the consumer evaluation process. First, consumers pay attention to the attributes or characteristics of a product (produce attributes). Second, consumers tend to pay more attention to different importance values for each product attribute they consider more prominent (importance weight). Third, consumers look for benefits or uses to provide satisfaction with a product (utility function). Fourth, consumers tend to pay attention to a product brand that is very prominent in their view, thus creating a brand image for these consumers. Fifth, consumers prefer alternative brands through the assessment procedure carried out.

4. Purchase

The decision to buy is the actual buying process. So, after carrying out several stages above, consumers can buy. If they decide to buy, consumers must decide about the type of product, brand, seller, quantity, time of purchase, and payment method.

5. Postpurchase Behaviour

Postpurchase behavior can show whether the product meets and satisfies consumer wants or needs. If the consumer is satisfied, he will make another purchase. However, if the product has not or cannot satisfy consumer needs, it will not be purchased and may even be abandoned.

Distinguishing emotional and transactional customer bonds aims to understand what drives customer satisfaction, thus leading to customer retention and long-term relationships. As consumers buy more and more online, it becomes essential to understand what makes them satisfied during electronic transactions. Researchers have identified the following determinants of customer satisfaction with websites and online merchants (Schiffman & Wisenblit, 2015):

1. Adaptation, namely, purchase recommendations according to one's needs, enables one to order tailor-made products, receive personalized advertisements and promotions, and feel like a unique and valued customer.
2. Interactivity, i.e., the ability to view item offerings from different perspectives, search tools that allow one to quickly find products, tools that make comparisons easy, and information useful.
3. Nurturing, i.e., receiving reminders after making a purchase, providing Information relevant to one's purchase, Acknowledging the Value of one's business, making efforts to increase business with customers, and cultivating relationships with customers.
4. Commitment, i.e., delivering goods on time, responding to problems encountered, having a friendly return policy, and maintaining customers' trust.

5. Networking, i.e., customers sharing experiences about their product purchases on the website, the use of networks to share experiences, and buyers benefiting from communities about merchant-sponsored leads.
6. Diversity: Merchants provide "one-stop shopping" for most online purchases, sites to meet shopping needs, and merchants provide a wide selection of products.
7. Ease of transaction, i.e., the merchant's website can be navigated intuitively, first-time buyers can make purchases without much help, the site is easy to use, and transactions are fast.
8. Engagement: Attract active site design, fun shopping, and a feeling that the site invites a feeling of comfort.
9. Loyalty: Customers rarely consider switching to another merchant, clicking on the site whenever they need to make a purchase and navigating the site.
10. Inertia, i.e., when customers become very dissatisfied, switching to a new merchant would not be worth it; it is difficult to stop shopping on the site and feel that the time, money, and effort to change to another merchant is high.
11. Trust: The customer relies on the merchant to complete the purchase transaction successfully, trusts the site's performance, and feels that the merchant is reliable and honest.

Digitalization

Consumer digital culture research takes an in-depth look at the digital environment in which consumers exist. A vital aspect of this research is understanding how consumers' identities and self-concepts extend into the digital world, such as research (Ashraf et al.) extending previous research on the 'extended self' to include the digital environment in which consumers now situate themselves, which is an integral part of theory development as it considers concepts such as consumers' ability to have multiple selves due to having multiple 'personas' online. Belk also suggests many areas for future research. Other research on this theme looks at more specific phenomena. McQuarrie et al. [12] focused on fashion blogging as a means to document the 'megaphone effect,' i.e., the ability of ordinary consumers to access large audiences through digital/social media. It has a significant effect, and they discuss how bloggers seek to build audiences and accumulate social (or cultural) capital through demonstrations of good taste. It happens in a specific context but has implications for understanding consumer behavior in generating content on social media more generally, as signaling positive personal attributes is likely a common motivation for posting certain things on sites like Facebook. Together, these articles contribute significantly to how we view consumers in the digital

world, particularly by implying a broader conception of what it means to be a consumer in today's digital world.

Factors Affecting the Consumer Decision Journey

Marketers need to identify the various factors that influence the consumer decision journey. One of the phrases in marketing today is "consumer decision journey." This phrase describes how marketers seek to regain control of consumers by streamlining the decision-making process. The consumer decision journey begins when an advertisement or other stimulus causes a consumer to research several products or services to meet his or her needs.

Changes in consumer behavior do not just happen; they need to be analyzed from the many that can influence them. Thus, it is necessary to identify what influences consumers and how to analyze when their buying patterns will change. Of course, only the influencing factors will confirm what will change consumer buying patterns. Many factors that influence decision-making, use, and making can be classified into four main domains, namely: (1) psychological core, (2) decision-making process, (3) consumer culture, and (4) consumer behavior outcomes (Hoyer et al., 2013) as shown in Figure 2.



A key aspect of households is that more than one individual can be involved in purchasing and consumption. Various elements of household consumer behavior, with particular emphasis on the role of household decisions and how household members influence the decision-making process. Household members may perform various tasks or roles in acquiring and consuming products or services:

- Gatekeeper. Household members who collect and control decision-critical Information.
- Influencer. Household members who try to express their opinions and influence decisions.
- Decider. The person or people who decide which product or service to choose.
- Buyer. The household member who physically acquires the product or service.
- User. The household member who consumes the product.

This digital revolution has also affected consumers' lifestyles. In the past, people buying clothes had to go to the store to sort and choose which clothes to buy, try on, and then buy. However, now, people are facilitated by online purchases. People do not have to go to a clothing store to choose clothes; they simply order online, and a few moments later, the order will be sent. Consumer behavior today and in the past has changed.

The changes that occur in the digital era as it is now are described as follows:

1. Setting standards

Customers no longer compare only one brand with competitors; they consume all brands, regardless of services or products. They compare products and various brand elements, such as service, quality, and overall customer satisfaction. Brands no longer have to focus on their direct competitors but can focus on how a company can be better than the best brands their customers use.

2. Customer tolerance

Social media makes it much easier for customers to complain about poor service or inappropriate product quality, making it increasingly difficult for companies to satisfy their customers' wants and needs. Customers place great emphasis on ease of service, and if this is not met, it will be very easy for customers to complain on social media, which will certainly worsen the company's reputation.

3. Customer Dialogue

Customers can build and destroy brands through social media and customer forums. Until recently, word of mouth was king. Most customers come from reviews or opinions from close people such as friends and family, but nowadays, testimonials on social media owned by the company corroborate this.

4. Loyalty

Customers want value for money rather than cheap products and services. Moreover, they will only accept affordable products and good service standards. Customers prefer to pay high prices for good products and service quality compared to cheap products with poor service quality.

5. Information

Customers can access Information and reviews in seconds with increasingly accessible media. The Information received can be used to make purchasing decisions for a product.

6. Multi-Channel Communication

Brands do not decide which communication methods are best used by customers. They decide, based on which channels are most used by their friends, family, and influencers. Brands need to choose channels based on the suitability of the type of interaction they are looking for. Otherwise, the exposure to the interaction with the customer becomes unfavorable.

Decision-Making Process in the Digital Age

The Internet and evolving technologies have dramatically changed people's daily activities, such as research, shopping, and banking. The common practice before was to go to a physical store to learn more about the product and eventually buy it. Now, everything is done in a few clicks using smart devices. People do not even have to leave their homes. Because of these innovations, consumer buying behavior has changed. The Internet has become an authoritative source of Information for shoppers and an avenue for marketers to advertise their products. To retain customers and increase sales, many stores selling building materials, clothing, household necessities, and so on have set up online store versions to meet the demands of their customers.

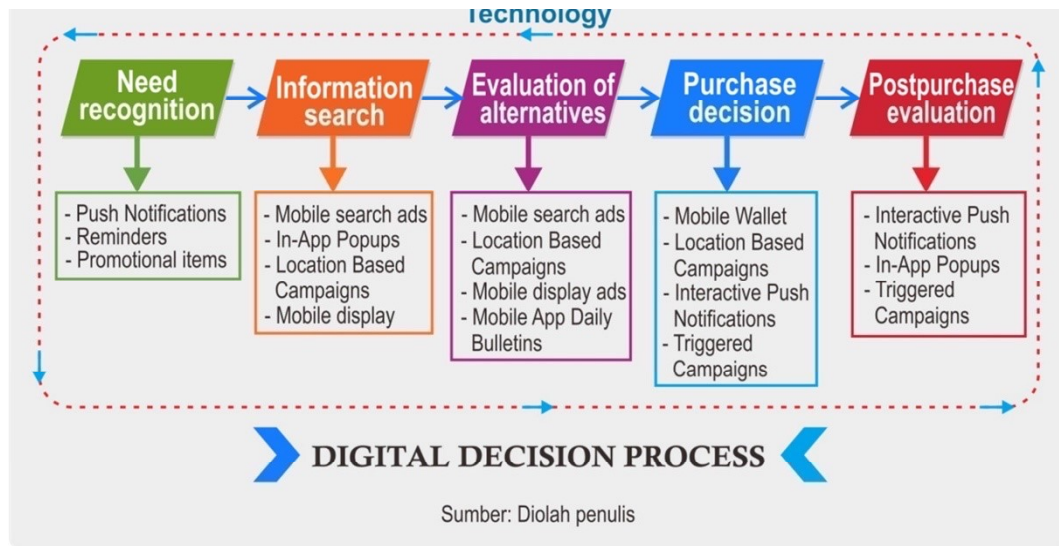
Most organizations want to steer the sales funnel toward digital technology. However, by planning a digital sales strategy, they may succeed in driving sales. The conventional process is used to examine the consumer decision-making process, as described earlier. Each stage of decision-making has been influenced by the advent of technology or the digital era, changing its decision-making process, as shown in Figure 3.

The following will present in detail all digital marketing processes and their impacts on each stage of consumer decision-making.

a. Need Recognition

The decision-making process for any consumer begins when they realize they need something. A consumer recognizes a need when there is an imbalance between their current status and their preferred status. Needs can be triggered by internal stimuli (from within) and external stimuli (environment). Mobile technology allows marketers to connect with their customers anywhere and anytime, whether at work, in a store, or surfing the web. Mobile technology helps marketers to

deliver offers to customers by customizing offers based on customer needs. Therefore, mobile marketing messages can act as external cues that help consumers recognize an offer.



At this stage, it is necessary to:

1. Push notifications

Push notifications are notification messages that appear on the device screen or browser. Push notifications are categorized into two, namely, in-app push notifications and web push notifications. In-app push notifications are notifications received on mobile phones or tablets. In-app push notifications are usually sent from installed applications. For example, if you get a notification from Facebook when you are not opening the Facebook app. At the same time, web push notifications appear from websites and not applications. Push notifications in the browser that appear when visiting a website for the first time. These two notifications directly communicate with users, such as promoting a product, offering additional discounts, improving customer experience, sending direct proof of transaction, and many more.

2. Reminders. Marketers can send messages through mobile devices to remind the due date of credit installment payments, inform new product information, and so on.
3. Promotional items. Mobile phones deliver various information about product advertisements, including coupons, discounts, and rebates.

b. Information Search (Information Search)

After a consumer develops a want or need, he will start searching for Information regarding various alternatives that he can purchase to meet his needs. Information searches can be done internally or externally. Internal information searches rely on Information from memory, such as past experiences with products and services. External information search is the process of utilizing Information from the external environment. Other external sources of Information are marketing-controlled, such as radio, TV advertising, and cell phone advertising.

In this channel, thanks to growing mobile technology, mobile marketing is becoming one of the most essential tools for marketers that impacts the information search stage. Mobile technology offers convenience for accessing and sharing Information. At this stage, it is necessary to do the following:

1. Mobile search ads (Mobile search ads). At this stage, consumers can access various types of product or service advertising information, text advertisements, and other Information.
2. Popups in applications (In-App Popups). At this stage, the user can take action in an application; for example, when a consumer searches for 'men's shoes' in an application, a popup display in the discount application regarding men's shoes at the right time can direct this consumer to buy.
3. Location-based campaigns. Campaigns for customers located in specific locations.
4. Display ads on mobile (Mobile display ads). This stage uses remarketing technology primarily to target people looking for a specific product type.

c. Evaluation of Alternatives (Evaluation of alternatives)

Once consumers recognize a need, they research Information and then make a final set of decisions called the evoked set. At this point, to make a final decision, they evaluate alternatives. Consumers consider the product or service's features, such as quality, price, and location, when making a final decision. Marketers must know which attributes are most important to consumers at this stage. In the alternative evaluation stage, the marketer's task is to provide information about products and services that are better than that of competitors.

4. Purchase Decision

After evaluating alternatives, consumers decide to purchase a product or service. Even if previous stages of the decision-making process influence the purchasing stage, marketers can still have the opportunity to influence consumers who are already at the purchasing stage. In this step, marketers must make the product available to consumers and make purchasing easy and enjoyable. At this stage, the media that can be used:

1. Digital wallet (Mobile Wallet). Mobile devices can be used as digital wallets, allowing consumers to make payments by transferring funds electronically.
2. Location Based Campaigns. Consumers at this purchasing stage can also be informed about the availability of sales promotions at their nearest store.

3. Interactive notifications (Interactive et al.). At this stage, marketers use mobile applications to send notifications to users to get immediate payments interactively.
4. Triggering campaigns (Triggered Campaigns) notify customers who abandon their basket without purchasing to influence consumer decisions.
5. Postpurchase evaluation (Postpurchase evaluation)

Once a consumer makes a decision, he expects satisfaction to result. If the product or service does not meet its requirements, dissatisfaction is likely. At this point, marketers may miss the opportunity to turn these customers into loyal users. Intelligent marketers must ensure their consumers are completely satisfied and do not develop negative feelings about the purchase.

In the postpurchase stage, a marketer provides after-sales service and additional benefits, such as discounts and free trials. At this stage:

- 1) Interactive notifications (Interactive et al.). This method sends notifications to customers after the purchase stage to get their feedback. Customer support can be improved by providing more interactive content, such as images, videos, or surveys.
- 2) In-app popups (InApp Pupups) are used after consumers purchase to provide Information about customer service.
- 3) Trigger campaigns (Triggered Campaigns) by sending notifications to customers who have already made a purchase and providing them with additional benefits

Digitalization has caused changes in consumer behavior, where the use of the Internet, social media, mobile applications, and other digital communication technologies has become part of people's daily lives. Digitalization has produced new ways of life, changing and replacing previous ones, such as the emergence of Generation Z ((Bassiouni et al., 2014)). The characteristic of this generation is that their activities are carried out using Internet services. Changes in consumer behavior can be found in actions, attitudes, and ethics (Cesareo et al., 2014). Digitalization affects the environment integrally and incidentally (Stephen, 2016). An integral environment is a digital environment that influences behavior in that environment, while an incidental environment is a digital environment that influences behavior in other unrelated environments. Information received digitally, such as customer reviews, online auction bids, and information about friends' lives, can influence consumer behavior. People are spending more time online. Digital technology is also accompanied by the development of people's mindsets and habits in gaining more effective and efficient access to products or services. Service providers exploit this situation to develop their business through e-commerce, one form of online shop or shopping. Goods and service providers carry out innovations to promote and intensify products through social media, which are believed to influence product marketing greatly.

Online shops are the choice of people, especially young people, who are synonymous with instant things without spending much energy to fulfill their needs. Online shopping is the activity of purchasing goods and services via the Internet. Ali (2009) defines internet marketing as marketing products or services online. Several essential things can be used as a reference in achieving competitive advantage: 1) Before deciding to purchase, consumers compare product quality and service quality by reading reviews from customers who have purchased the same product in the testimonial column in the online shop. 2) The ease of ordering and payment methods provided when shopping for online products also influence consumer behavior towards a brand. 3) Personalization of services because each consumer has different needs for the products and services provided by the company. 4) Up to Date is based on why consumers do not want to be left behind by trends or everything currently a trending topic. It could be an opportunity for companies to continue to innovate according to products or services that are trending topics on social media. Innovation can be in the form of adding service features or being creative in packaging that looks Instagrammable so that consumers are interested in taking photos and uploading them to social media.

The Internet enables a more effective marketing process, faster response, and lower costs, making product marketing more helpful (Hermawan, 2012). Several previous studies have examined the impact of content personalization on brand communications. The response rate can be increased to around two-thirds if personalization can be incorporated into the email design and content (Ansari & Mela, 2003). The impact of email on sales found that companies could double the average revenue per recipient by optimizing the email messages sent to consumers (Nussey, 2004). Consumers or customers, when making transactions in the era of internet technology, want practicality, comfort, and personalization without having to go to a place where products or services are sold in real-time or can be done anywhere and at any time (Kotler & Armstrong, 2001; Yiga & Cha, 2014). (Suhardi et al., 2022)

Based on the discussion above, there are several advantages of digitalization, namely 1) more comprehensive access compared to offline marketing, 2) the Internet can cross demographic boundaries, 3) costs are cheaper, 4) marketers can connect with consumers in real-time, 5) customers can immediately provide testimonials about service quality and product quality after making a transaction, 6) consumers can save time because, through online marketing, they get Information about products or services more quickly, 7) business can be run every day for 24 hours so they can increase sales, 8) marketers can determine target consumers. Meanwhile, the weaknesses and challenges of e-marketing are 1) vulnerable to plagiarism (easily imitated), 2) business people must be creative and innovative because there are more and more competitors, 3) consumers must be careful because they are vulnerable to fraud, 4) the company's reputation will decrease with quickly as a reaction to customer dissatisfaction with product quality or service quality, 5) Cases of data misuse

that harm consumers often occur, thereby reducing consumer confidence in carrying out digital transactions. Companies must build a sense of comfort among consumers by guaranteeing the confidentiality of consumer data so that consumers are not afraid to make digital transactions.

CONCLUSION

The results of this research show that digitalization has a positive influence on consumer behavior in online shopping. Consumer behavior is one of the essential variables of company performance. Internal processes within the company, especially those related to brand development, must be aligned with changes in consumer behavior to build long-term consumer preferences. Companies need to explore consumer behavior because the environment dramatically influences it. With the emergence of online markets, globalization has become essential in introducing new products and services to multinational companies. Modern technology has had a significant impact on changing consumer habits. To better understand today's consumer habits, marketing managers need to explore the evolution of consumer behavior in specific market segments. Understanding changes in consumer behavior can provide insight into consumer preferences; for example, some people are happy to spend their hard-earned money on ultra-luxury items. Companies must understand what consumers need and want to buy, how the purchasing process works, when purchases are usually made, and where and why consumers buy certain products. There are several important things that companies must pay attention to in achieving competitive advantage in the digital era, namely product quality, service quality, ease of ordering and payment, personalization of service, and up-to-date food through the Food Digitalization application. The driver will deliver the food. Who respond to orders without going out again to make a purchase.

Factors that influence the behavior of IWAPI mothers in using online digitalization.

1. Quality of Service

If consumers are satisfied with a company's service, the quality of the service is in the excellent category. If the quality of a company's service is considered good, consumers will feel satisfied and make them loyal to the services they use. In this case, the ladies decided to use online digitalization because the service provided by the digitalization drivers was satisfactory. After all, consumer expectations for service from the five dimensions of service quality were met, such as tangibles, equipment such as helmets were provided and clean. In terms of empathy, it prioritizes the interests of its consumers; for example, if something does not match the food order, the driver will telephone the consumer to provide satisfaction to the consumer. The results of this research align with research conducted by Febri Rosalina, 2018. The influence of promotion and service

quality on consumer satisfaction and its impact. On repurchase interest. There are five dimensions of service quality elements: Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

2. Price

Price is one of the most important factors according to online digitalization users, especially women studying economics at Makassar State University. It is not only the quality of service that mothers see when using online digitalization, but price is also one of the most critical factors. Important. Regarding price, mothers decided to use digitalization services, such as Bike, digitalization food, and Express, because the prices were affordable according to their pockets (pocket money), so they were more interested in using digitalization than the others. The results of this research align with research conducted by Muhammad Zufaldin, 2019 with the title The Influence of Advertising Attractiveness, Price and Electronic Word of Mouth (e WOM) on user interest in online digitalization in Padang City. The results of this research have a significant and positive effect on user interest in online digitalization in Padang City.

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