

The Impact of E-Commerce in Changing Shopping Lifestyle of Urban Communities in Jakarta

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Abstract : Visiting mall is one of the Indonesian communities' lifestyle who live in urban areas. Indonesian people, especially who live in Jakarta, use a shopping mall as one of the favourite places to get pleasure. This mall visitors come from various social classes. They use the shopping mall as a place to identify themselves as urban people. Jakarta has a number of great shopping malls such as Plaza Indonesia, Plaza Senayan, Pondok Indah Mall, etc. The shopping malls become one of the popular places since Jakarta's public sphere such as parks and playgrounds are very limited in number compared to that of shopping malls. In Jakarta, people do not come to a shopping mall only for shopping. Sometimes they go there to look around, meet up with some friends, or watch a movie. We can find everything in the shopping malls. The principle of one-stop shopping becomes an attractive offer for urban people. The items for selling are various, from the cheap goods to the expensive ones. A new era in consumer culture began with the advent of shopping was localized in France in the 19th century. Since the development of the online store and the easier way to access the internet, everyone can shop 24 hours anywhere they want. The emergence of online store indirectly has an impact on the viability of conventional stores. In October 2017, in Indonesia, two outlets branded goods namely Lotus and Debenhams were closed. This may a result of increasingly rampant online stores and shopping style urban society shift. The rising of technology gives some influence on the development of e-commerce in Indonesia. Everyone can access e-commerce. However, those who can do it are the middle up class to high class people. The development of e-commerce in Indonesia is quite fast, we can observe the emergence of various online shopping sites on various social media platforms such as Zalora, Berrybenka, Bukalapak, Lazada, and Tokopedia. E-commerce is increasingly affecting people's lives in line with the development of lifestyle and increasing revenue. This research aims to know the reasons of urban society choosing e-commerce as a medium for grocery shopping, how e-commerce is affecting their shopping styles, as well as why society provides confidence in the online store for shopping. This research uses theories of lifestyle by David Chaney. The subject of this research is urban society who actively shop online on Zalora, the communities based in Jakarta. Zalora site was chosen because the site is selling branded goods. This research is expected to explain in detail about the changing style of the urban community from the shopping mall to digital media by emphasizing the aspect of public confidence towards the online store.

Keywords : e-commerce, shopping, lifestyle, changing

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