

## INVESTIGATING ONLINE SHOPPING BEHAVIOR OF MILLENNIAL GENERATION (GEN Y): SYSTEMATIC LITERATURE REVIEW APPROACH

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### ABSTRACT

*This research was expected to contribute theoretically study regarding consumer behavior in online shopping. In this article, the researcher focuses on researching online shopping behavior in the millennial generation, which will be very useful for online business entrepreneurs to create marketing strategies according to the online shopping behavior of the millennial generation, considering that the millennial generation is the largest market share in online business. The method used in this article was the Systematic Literature Review (SLR) which has been developed by Kitchenham and Charters. The Systematic Literature Review (SLR) process includes several activities that can be seen in three main stages, namely SLR planning, SLR implementation, and SLR reporting. The article search process is focused on the Scencedirect and SINTA Indonesia pages (Researchers only look for reputable articles from SINTA 1 to SINTA 3). The article search process is focused according to predetermined criteria, namely: search identification according to the PICOC guidelines. The findings of this study indicate that in online shopping the millennial generation is (1) a social consumer because in buying a product they will first seek information on social media. (2) Millennials are also referred to as explorer consumers and are the most cost-conscious because before buying a product they will browse all online stores for the best product at a low price. (3) Millennial generation are consumers who have low loyalty, they will not return to the same online store if they get bad service even though the online store has good product quality.*

Keywords: Consumer Behavior, Online Shopping, Millennial Generation, Systematic Literature Review (SLR)

### INTRODUCTION

Along with the rapid development of technology, currently the internet not only functions as a medium of information and communication, but the internet is now able to increase one's income in the economy. Internet connectivity and use have provided people with easier ways to obtain information, economic exchanges, social activities, and online communities, online shopping is one of the most popular internet activities (Lissitsa & Kol, 2016). Online shopping is shopping via the internet by exchanging or buying and selling activities carried out by a person through an interface and a computer as the basis, where the computer is connected to the internet and can interact with online sellers or shops that sell products or services over the network (Häubl et al., 2000). Online shopping is currently very popular with modern people from various generations ranging from teenagers to parents who understand the use of smartphones. The main reasons people do online shopping are the ease and speed of transactions, flexibility in terms of not having to carry cash or credit cards, and convenience in finding information to find goods and avoid queues (Kang et al., 2015). Based on data from Bank Indonesia published in the media Tempo.co on October 21, 2020, the value of online shopping transactions in Indonesia is very large because Indonesia has 338.2 million mobile customers, 175.4 million internet users, and active users. social media as many as 160 million people (Setiawan, 2020). Data from Bank Indonesia states that online shopping transactions in Indonesia in August 2020 rose to 140 million transactions compared to the previous year which only reached 80 million transactions. From these data, it is evident that the public's interest in online shopping is increasing. Online shopping has significantly influenced people's shopping behavior (Farag et al., 2007). A study found that people who still do shopping (search and purchase) in stores or shop traditionally are 21%, people who like to shop online are 43%, and people who still shop offline and online are 36% (Jaller & Pahwa, 2020). This illustrates that people who do online shopping activities are high.

Age has become a determining factor for online shopping users and consumers' intention to shop (Khare et al., 2012). However, many studies suggest that generational groups are reported to be a better way of segmenting consumers than other demographic variables such as age or gender (Schewe & Noble, 2000); (Steenkamp & Ter Hofstede, 2002). Generational groups are a strong market segmentation because group members share values, experiences, and preferences in the same generation (Parment, 2013). Four generations of groups have been identified in some literature: the first is the Builders generation born between 1920 and 1945, the second is the Baby Boomers generation born between 1946 and 1964, the third is the X generation born between 1965 to 1980, and the Generation X generation. Y (Millennial) generation born between 1981 and 2000 (Soares et al., 2017). Several recent studies have examined the perceptions, attitudes, and behavior of consumers across generations, the result is that millennials are the most consumers of online shopping (Eastman & Liu, 2012). Millennial generation is a potential market segment, they have great consumption potential and extraordinary purchasing power in online shopping (Noble et al., 2009). Millennials are described as individuals who are individualistic, educated, technologically intelligent, less prettier and receive better information than previous generations (Valentine & Powers, 2013). They are multi-taskers who use their cell phones for anything, for social networking, for job search, even to get information about products, services, schools, companies and travel destinations, it is clear this group offers great opportunities for marketing via the internet and through technology others available (Bolton et al., 2013). Millennials are born in a digital era that actively contributes, shares and consumes content on social media (Bennett et al., 2008). Millennials are able to process information on websites five times faster than older generations and are the most emotional and most unfaithful customers compared to all other generations (Bilgihan, 2016).

Given that the millennial generation is a large and potential market segment in online shopping, studying their culture or behavior in online shopping is important because the millennial generation is a generation born accompanied by rapid technological advances that make the millennial generation have unique consumption behaviors and different from previous generations (Generation, 2010). This research is expected to be useful in adding theoretical studies regarding consumer behavior related to online shopping. This research is also important to do to provide insights for online businesses to plan and formulate marketing strategies in promoting products in their online store.

**METHODS**

The method used in this article is the Systematic Literature Review (SLR) which has been developed by Kitchenham and Charters. The Systematic Literature Review (SLR) process includes several activities that can be grouped into three main stages, namely SLR planning, SLR implementation, and SLR reporting (Kitchenham et al., 2010).

**Table 1. Kitchenham & Charters SLR Protocol**

<b>Planning Stage</b>	Step 1: identification for the need for a systematic review
	Step 2: formulation of focused questions
	Step 3: thorough search of related articles
<b>Implementation Stage</b>	Step 4: assessment of the selected article
	Step 5: identify the data needed to answer the research question
	Step 6: data extraction
	Step 7: synthesis of article results
<b>Reporting Stage</b>	Step 8: interpret the results to determine their application
	Step 9: reporting

Source: (Kitchenham et al., 2010)

For the first step already mentioned in the introduction, the next step is to formulate a research question. The research questions were designed using Population, Intervention, Comparison, Outcomes, and Context (PICOC) criteria (Kitchenham et al., 2010).

**Table 2. Formulation of PICOC Questions**

<b>Population</b>	Consumption Behavior, Online Shopping, Millennial Generation
<b>Intervention</b>	Millennial generation's consumption behavior in online shopping
<b>Comparison</b>	-
<b>Outcomes</b>	What are the consumption behaviors of the millennial generation in online shopping
<b>Contex</b>	By generation

Source: processed by researchers (2021)

The research questions and motivation that led to the review literature being carried out can be seen in the table below;

**Table 3. Research questions (Research Question)**

Research question	Motivation
RQ1: Which journals discuss online shopping behavior in the millennial generation?	In this case the researcher wants to identify which journals often discuss the topic of online shopping behavior in the millennial generation.
RQ2: What kind of consumption behavior is often done by millennial generation when shopping online?	Researchers want to see what consumption behavior is often done by the millennial generation when shopping online.

Source: processed by researchers (2021)

The next stage is the article search process, the researcher looks for articles on the Scencedirect and SINTA Indonesia pages (Researchers only look for articles with reputation SINTA 1 to SINTA 3). The search process for articles is focused according to predetermined criteria, namely: identification of searches in accordance with PICOC guidelines, identification of searches according to research questions, and identifying word synonyms in searches. Keywords that researchers use in the process of searching for articles based on these criteria are: consumption behavior, online shopping, millennial generation, Gen Y, communication behavior, online shopping, e-commerce, digital consumption. Researchers organized and selected articles from 2015 to 2020, for more details, see the image below.

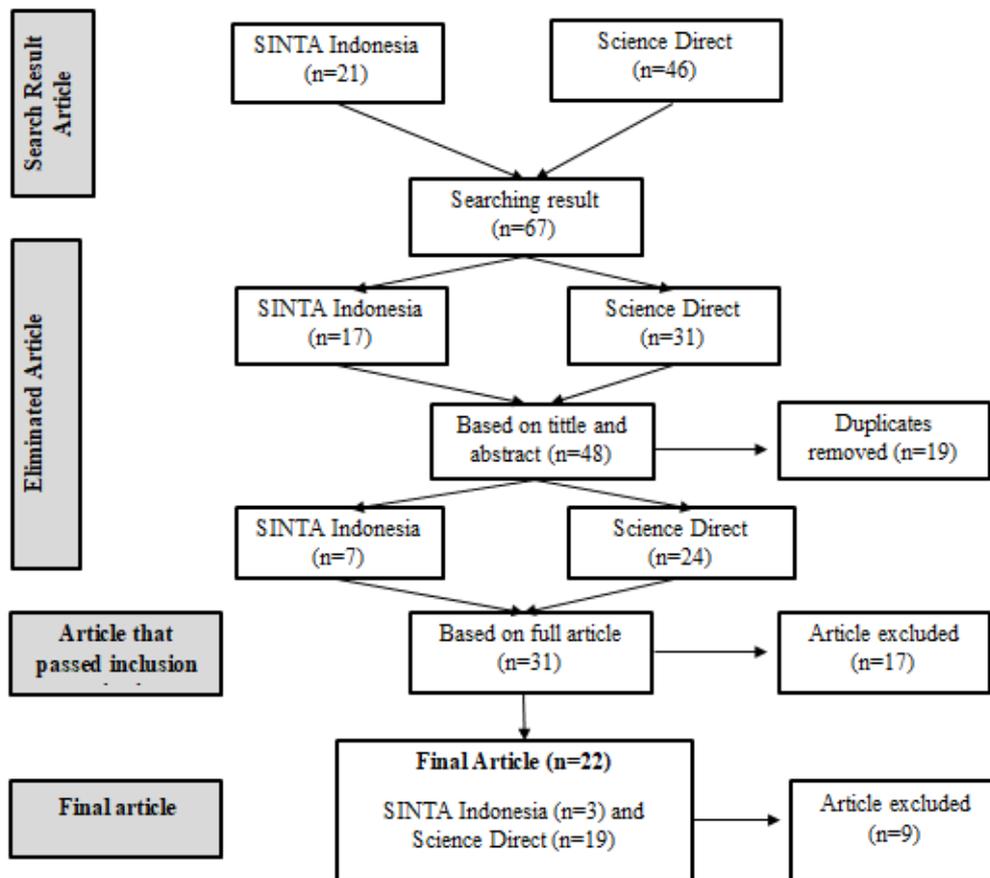


Figure 1. Article search process, Source: processed by researchers (2021)

## RESULT AND DISCUSSION

Based on the identification results of the related articles, and the article selection process, the following are the results and discussion of the literature review conducted;

## RESULTS

The following 22 journals have been selected by researchers based on predetermined criteria that discuss millennial generation online shopping behavior:

Table 4. List of Journal Names

No.	Journal Name	Number of Articles
1	Journal of Retailing and Consumer service (Q1)	8
2	Procedia Economics and Finance (SCOPUS)	1
3	Computers in Human Behavior (Q1)	5
4	International Journal of Information Management (Q1)	4
5	Gajah Mada International Journal and Business (Q3)	1
6	Indonesian Journal of Management Science Research (SINTA 3)	1
7	ASEAN Marketing Journal (SINTA 2)	1
8	Journal of Business and Management (SINTA 2)	1

Source: processed by researchers (2021)

Based on the table above, the journal that mostly discusses the topic of online shopping behavior for the millennial generation is the Journal of Retailing and Consumer service (Q1), with 8 articles throughout 2015-2020. This is important to know because it can be used as a consideration for future researchers in publishing articles related to the topic being discussed by researchers. These journals can be chosen by future researchers if they want to publish their articles. Of the 22 journals that discuss millennial generation online shopping behavior, 19 journals are international journals and 3 are national journals. From several national journals that researchers found, most national journals still discuss online shopping behavior based on age, gender, profession, and

social status. In fact, many studies suggest that generation groups are reported to be a better way to segment consumers than other demographic variables such as age or gender (Hendrapawoko et al., 2021; Kim et al., 2014; Steenkamp & Ter Hofstede, 2002).

Several research findings suggest that the probability of online shopping for millennials increases with age. Until the early thirties, the needs of millennial generation families consistently grew as their families grew, and along with that their spending needs also increased (Khan et al., 2020; Lissitsa & Kol, 2016; Rogus et al., 2020; Syah et al., 2016; Wu et al., 2020). Millennial generation have little free time, it makes sense that as digital natives, they will switch to online shopping, this shows that the age of the millennial generation is positively correlated with online shopping (Ashraf et al., 2016; Hidayatullah et al., 2018; Jaller & Pahwa, 2020; Vázquez et al., 2018).

Millennial generation have little free time, it makes sense that as digital natives, they will switch to online shopping, this shows that the age of the millennial generation is positively correlated with online shopping (Hidayatullah et al., 2018; Thamrin et al., 2020). The results of the study show that in online shopping the millennial generation will look for information about products to be purchased via the internet or social media, they will look for information about prices (66%) and product information (52%). They also seek information about customer reviews (23%), quality (17%), product selection (12%), shipping costs (8%), product availability (8%), product images (8%), and delivery time (5%) (Valentine & Powers, 2013). Meanwhile, the reasons for millennial generation for not buying products online are the inability to try the product first (35%) and the inability to accept products that came long ago (16%). Other reasons are the product is too expensive (10%), got a better price elsewhere (8%), cannot find the right product (4%), is uncomfortable to return (3%), inability to interact with people (6%), high shipping and handling costs (12%), lack of trust in the Internet (13%), lack of trust in online shops (2%), and willingness to negotiate prices (1%) (Valentine & Powers, 2013).

Empirical studies show that the millennial generation is influenced by many clues from information obtained from social media sites when they shop online (Fred et al., 2020). The results are consistent with research conducted by (Liang et al., 2011) that social media can be effective in facilitating online commerce. Another finding showed that millennial members consumed more brand-related content on social media than members of the previous generation (M Gen Y = 3.56 and M Gen X = 3.04, p <0.05). For example, Millennials are more likely to like or follow companies on Facebook than members of Generation X. In addition, they are more likely to be interested in viewing pictures and watching videos about brands on company Facebook pages, reading user posts and comments to product reviews than previous generations (Bento et al., 2018).

The purchasing power of millennial consumers continues to grow. They are social consumers with all aspects of their experience on social media. One advertising technique that can influence millennial consumers is to use celebrity endorsers (McCormick, 2016). Millennial respondents indicated that their celebrity idols made millennial generations to buy advertised products. The presence of well-known celebrities can affect the purchase intentions of the millennial generation (McCormick, 2016). Similar results are shown in research (Jin et al., 2016) where the combination of celebrities to unknown products has influenced the intention of millennials to buy advertised products. Another study was conducted by (Parment, 2013) by comparing the online shopping behavior of the millennial generation with the previous generation, namely the Baby Boomer generation which will be shown in the table below.

**Table 5: Gen Y (millennial) and Gen baby online shopping behavior boomer**

Research Indicators	Generation Y (Millennial)	The Baby Boomer Generation
Purchase criteria	Emotional	Rational
The main risk	Social risk	Physical risks and financial rationality
Choose a product	Emotional	Rational
Choose a shop	Rational	Emotional
Loyalty	Low	High
An interesting product	Innovative	Adult
Social influence on purchasing decisions	High	Limited
Social influence	Famous and influential people, friends	Experts and close friends
The main role of the brand	Image, social benefits, and quality	Quality

Source: (Parment, 2013)

The results of the above research are also reinforced by research conducted by (Bilgihan, 2016) which states that the millennial generation is the most emotional and most unfaithful customer compared to all other generations. Online businesses are advised to pay special attention to developing their online store site in order to improve the overall online shopping experience of customers. Products and services provided in online stores, customer interactions in online stores greatly influence the emotional response and purchasing behavior of millennial generation (Williams & Dargel, 2004). To build millennial generation consumer trust or loyalty, online store sites are advised to make useful features such as price comparison features, make online shop sites user-friendly and provide the latest information, because the utility of online shop sites will foster trust in the minds of millennial generations consumers (Lowry et al., 2008).

The results of other studies reveal that in online shopping, it turns out that the millennial generation really cares about fashion trends, they like to choose products according to their tastes (Xu-priour et al., 2014). Millennials are motivated by the fun of making new discoveries, seeking inspiration and exploring new brands. They are consumers of discovery (explorers) who are always looking for good deals. They enjoy buying product items but stay within budget, so they continue to look for good deals

(Padmavathy et al., 2019). Exploration consumers typically have incomes ranging from under \$ 20,000 to \$ 49,999 (75.3%). Most browsing consumers visit online stores at least two to three times a month (76.4%). Out of all groups, browsing consumers are the ones most likely to spend more than 45 minutes per visit on an online store. Their average basket is larger than that of other consumers, by three to six items. They are also the group most likely to spend \$ 60 to \$ 89 per purchase (37.6%) (Ladhari et al., 2019).

## **DISCUSSION**

After reviewing the results of 22 research articles on the online shopping behavior of the millennial generation, researchers found several consumption behaviors that are often carried out by the millennial generation when online shopping:

### **1. Millennial Generation are The Social Consumers**

Millennials are multi-taskers who use their cell phones for everything for social networking, to find work, and to get information from their roots about products, services, schools, companies and travel destinations (Bolton et al., 2013). Because they were born in an era of technological advancement, the behavior of the millennial generation is very dependent on technology. They depend on the internet to find a variety of information including gathering information before making a decision to buy a product or use a service (Valentine & Powers, 2013). Millennials are never separated from social media in their daily activities, they mostly have more than one social media, such as Instagram, Facebook, Twitter, Tiktok, and others. Empirical studies show that the millennial generation is influenced by many clues of information obtained from social media sites when they shop online (Fred et al., 2020).

On social media, the millennial generation tends to prefer or follow accounts of well-known fashion companies so that they can follow fashion trends that have been widely used or accounts of food products that are more viral that have an instagramable form and have a delicious taste. In addition, they are also interested in viewing pictures and watching videos on social media accounts for online shopping to find out about the advantages of the brand, reading posts and comments of people who have bought the product, and also reading about reviews about these products (Bento et al., 2018). This is done by the millennial generation so that they get good products that match their expectations.

The friend factor in social media also greatly influences the millennial generation in shopping online. Millennials tend to like to post OOTD (outfit of the day on social media accounts, they will post trending fashions among them that will make other friends jealous or want to buy the products they wear. Apart from fashion, the millennial generation also often posts Photos of food that are hits and have a unique shape, this can also make other millennial generation friends feel curious and want to buy the food that is posted. Posts of millennial generation friends are indeed quite influencing the millennial generation's intention to shop online. This is also evidenced by research conducted by (Naylor et al., 2012) which states that the millennial generation tends to follow the opinions or recommendations given by peers or the same age who have similar characteristics to themselves.

Apart from friends, celebrities also greatly influence the millennial generation in online shopping. On social media, the millennial generation also follows many of their idol celebrities. Celebrity activities on social media are indeed interesting for the millennial generation to follow, in addition to posting celebrities' daily activities, they also often advertise certain products on their social media accounts which are commonly referred to as celebrity endorsements. Research shows that their celebrity idols create millennial generations to buy advertised products. The presence of well-known celebrities can also influence the millennial generation's purchase intentions (McCormick, 2016). Celebrities do have a very big influence in attracting millennial generations to buy advertised products, they are considered trend centers for millennial generations, so every product advertised by celebrities on social media will be able to influence the shopping intentions of the millennial generation, especially those who advertise these products are artists their idol.

From the explanation above, it is clear that the millennial generation are social consumers, they are never separated from gadgets and social media in their daily activities, they can even spend hours on social media. By looking at this phenomenon, online business entrepreneurs must really take advantage of social media in marketing their products if the target market is the millennial generation, because social media is very effective in facilitating online commerce (Liang et al., 2011).

### **2. Millennial Generation are The Most Cost-Conscious and Explorer Consumers**

Millennial generation is a generation that cares about fashion trends but prefers to choose products according to their tastes (Ladhari et al., 2019). In online shopping they tend to buy products that are currently trending, such as clothes, bags, shoes, accessories, they will buy the products that most people buy, but still pay attention to the comfort of these products whether they suit their tastes or not. Millennials are motivated by the fun of making new discoveries, seeking inspiration and exploring new brands. They are discovery buyers (explorers), always looking for good deals (Ladhari et al., 2019). In shopping online consumers explorers are conscientious buyers, before buying a product they will compare brands, the cheapest prices, and look for the best deals. They will scour all the online stores for a good item at the best price. They enjoy buying product items but stay within budget, so they continue to look for good deals (Ladhari et al., 2019).

In addition to millennial generation explorers consumers are also the most cost-conscious consumers, they always pay attention to economic motives and continue to look for good online deals (Liang et al., 2011). They like to find good deals on online stores for famous brands for example fashion items that fit their budget. The millennial generation also likes to explore online stores just to hunt for discounts on the brands they like, because each online store has different promo or discount times, this is what makes millennials often visit online or e-commerce stores even almost every day just to check for discounts or promos offered by the

online shop. Cost-conscious consumers are known for their careful shopping approach, they consider quality, diversity of merchandise, and prices as the most important criteria for shopping online (Butcher & Phau, 2017). Millennials who are nicknamed cost-conscious consumers are usually looking for the best price to save their money and tend to be comparison buyers (Sarah Giovannini, 2015). Brand and price are the most influential factors in determining the purchase intention of millennial generation when shopping online (Valaei & Nikhashemi, 2017).

From the explanation above, it is evident that the millennial generation is the explorer consumer and the most cost conscious. This must be known by online business people, in selling products, sellers must make prices that are reasonable or not excessive, and maintain the quality of their products. Because in online shopping the millennial generation will explore all online stores, they will compare product quality and look for the best price to buy a product. Online business people also have to often hold promos or discounts on their products if they want to target the share of the millennial generation.

### 3. Millennial Generation are Consumers Who Have Low Loyalty

Millennials are the most emotional and most unfaithful consumers compared to all other generations (Bilgihan, 2016). They emphasize the online user experience when they shop online for the first time, if they already get unsatisfactory service when shopping, they can be sure that they will no longer shop online at the same store, they will look for another online store that has good service. Products and services provided in online stores, customer interactions in online stores greatly influence the emotional response and purchasing behavior of millennial generation (Williams & Dargel, 2004).

In addition to satisfying service, it turns out that the design or appearance of online shopping sites also affects the loyalty of the millennial generation. When they first access an online shopping site they will focus on the overall appearance of the online shopping site first rather than on the product (Fogg et al., 2003). Millennials pay special attention to the appearance of online shopping sites, online shopping sites with creative and distinctive layouts will attract more millennials and encourage them to return to the same online shopping sites (Park et al., 2008). Online shopping sites must provide a pleasing and visually appealing display that gives customers a positive hedonic impression. The combination of color, font type and size, animation, sound effects, and clarity of layout is the visual appeal of online shopping sites (Park et al., 2008).

To build millennial generation consumer trust or loyalty, online shopping sites are recommended to make useful features such as price comparison features, making online shopping sites user-friendly, and providing the latest information regarding products or promos that will be offered, because of its utility. Online shopping sites will foster trust in the minds of millennial generation consumers (Lowry et al., 2008). In addition to making the appearance of a good online shopping site, online business people must also provide good service to consumers, maintain the quality of the products being sold, and often make attractive offers, because maintaining customer loyalty is very important for the sustainability of an online store.

## CONCLUSION

This study analyzed 22 articles indexed nationally and internationally which discussed the online shopping behavior of the millennial generation or Gen Y during the last 5 years. The findings of this study indicate that in online shopping the millennial generation is a social consumer because in buying a product they will look for information first on social media besides that they also get recommendations from their friends and their celebrity idols through celebrity endorsements. Millennials are also referred to as exploratory consumers and are the most cost-conscious because before buying a product they will browse all online stores for the best product at the lowest price. Finally, the millennial generation is a consumer who has low loyalty, they will not return to the same online store if they have received bad service even though the online store has good product quality.

These findings are sufficient for online business entrepreneurs to create and plan marketing strategies that are in line with the online shopping behavior of the millennial generation, considering that they are the largest market share in the online business. The limitation in this study is that the sample of articles selected is not broad, because it is only from journal search websites in two places.

For further research, it is hoped that it will further expand the search for journals to be reviewed so that research on this topic is getting better.

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