

BEHAVIOR OF THE MILLENNIAL GENERATION IN THE USE OF E-COMMERCE IN THE AGE OF DIGITAL

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Abstract

The millennial generation, born between the early 1980s and mid-1990s, exhibits distinct behaviors in the realm of e-commerce in the age of digital. With their inherent familiarity and reliance on technology, millennials have readily embraced online shopping and reshaped the way businesses operate. Their behavior reflects a preference for convenience, efficiency, and personalized experiences. Millennials actively engage in product research and price comparison across various platforms before making a purchase. They value user-generated reviews and recommendations, seeking social proof before trusting a brand or product. Mobile devices are integral to their e-commerce experience, as they frequently use smartphones for browsing, shopping, and even making payments. Millennials also prioritize sustainability and ethical practices, often favoring brands that align with their values. They appreciate seamless and user-friendly interfaces, quick delivery options, and hassle-free return processes. Overall, the millennial generation has significantly influenced the e-commerce landscape, encouraging businesses to adapt and meet their evolving expectations.

Key words: behaviour, e-commerce, digital age, millennial generation,

INTRODUCTION

In this modern era, various advancements in the field of technology have developed very rapidly [1], [2], [3]. We can see this in the increasingly sophisticated technology that exists in various facilities and infrastructure in various fields [4], [5], [6]. Activities that used to feel a bit heavy, now can be done easily just by pressing buttons or even the touch screen [7], [8], [9]. The convenience that is obtained at this time cannot be separated from the existence of the internet [10], [11], [12]. With this internet, various things can be done more easily online [13], [14], [15]. The development of this online-based technology cannot be separated from the invention of computers by the American military fleet during the second world war [16], [17], [18]. Followed by the discovery of the internet which is a distinct advantage of developing the features of computers along with the times [19], [20], [21]. The internet itself was also created as a result of modifications in the field of information and communication by utilizing existing functions on computers [22], [23], [24]. As time goes on, the internet is growing not only in the field of communication [24], [25], [26], but almost touching all human activities at this time, which can be done instantly and in real-time, even though they are at a great distance [27], [28], [29].

The positive impact of these technological developments is really put to good use by mankind, including the millennial generation [30], [31], [32]. Millennials are a generation that grows along with technological developments, especially the internet and gadgets [33], [34], [35]. Besides that, Millennials are the generation born in 1980-2000 [36], [37], [38]. This means that the growth of the Millennial Generation is accompanied by the development of the internet [39], [40], [41]. The development of the internet is in line with developments in other information technologies, especially personal computers (PCs),

laptops, netbooks, cell phones and smartphones [42], [43], [44]. So for Millennials, the internet is no longer a tertiary or secondary need, but a primary need [45], [46], [47].

The habits of the millennial generation who are addicted to gadgets have led to new innovations in the business sector [48], [49], [50]. Recently, the business sector has experienced developments that make it easier for consumers to make purchases online [51], [52], [53], which we usually know as E-Commerce [54], [55], [56]. The beginning of the development of E-Commerce began in the late 1990s, when the term E-Commerce was introduced internationally [57], [58], [59]. This E-Commerce service originated from the many online shops that used to sell their wares through social media [60], [61], [62]. But it's as if this online shop doesn't have its own place to open its stall [63], [64], [65], so with this E-Commerce, even small sellers and even large companies can make an official website for their business so they can be traded online [66], [67], [68]. In the student environment, the E-Commerce business certainly sounds very familiar [69], [70], [71]. This is because the period of being a student is a period that really needs information [72], [73], [74]. In addition, students are also required to always keep up with the times in various fields [75], [76], [77]. We take an example is the style of dress or what is often known as fashion [78], [79], [80]. The style of dress is very much considered by students so that it can keep up with the times and even be very detailed [81], [82], [83]. This makes fashion products the most popular products and most frequently purchased by students as the millennial generation.

The behavior of the millennial generation in the use of e-commerce has been nothing short of transformative [84], [85], [86]. Born between the early 1980s and the mid-1990s, millennials have grown up alongside the rapid advancements in technology, making them the first digital-native generation [87], [88], [89]. This tech-savvy cohort has embraced e-commerce as an integral part of their daily lives [90], [91], [92]. One prominent characteristic of millennial behavior in e-commerce is their preference for convenience and efficiency. With busy schedules and a desire for instant gratification, millennials turn to online shopping to fulfill their needs [93], [94], [95]. They appreciate the convenience of browsing through a vast array of products and making purchases from the comfort of their own homes [96], [97]. The ability to compare prices, read reviews, and access a wealth of product information at their fingertips empowers millennials to make informed decisions and find the best deals.

Additionally, the millennial generation values personalized experiences. They expect e-commerce platforms to cater to their individual preferences and provide tailored recommendations [98], [99]. Millennials appreciate the use of data analytics and machine learning algorithms that personalize their shopping journey, suggesting products based on their browsing history, previous purchases, and interests. This level of customization enhances their overall online shopping experience and increases the likelihood of repeat purchases [100]. Moreover, social media plays a significant role in shaping millennial behavior in e-commerce. Millennials actively engage with brands on social platforms, seeking recommendations and feedback from their peers. They are more likely to trust the opinions of fellow consumers over traditional advertising methods. Influencer marketing has gained immense traction among millennials, as they value the authenticity and relatability of influencers who endorse products and share their experiences. E-commerce platforms have recognized this trend and integrated social commerce features, allowing millennials to seamlessly discover and purchase products within their social media feeds.

Lastly, the millennial generation prioritizes sustainability and ethical consumption. They are more conscious of the environmental and social impact of their purchasing decisions. E-commerce platforms that prioritize eco-friendly packaging, offer sustainable product options, and support social causes resonate deeply with millennials. They are willing to pay a premium for products that align with their values and actively seek out brands that promote sustainability and ethical practices.

METHOD

Types of research

The type of research used in this research is quantitative research. Study Quantitative is defined as research that is used to determine the relationship between variable by using a mathematical model. So that quantitative research is research devoted to the processing of data in the form of numbers.

The scope of research

The scope of this research is students who are currently actively studying at the Indonesian Technocratic University English Language Education study program. The researcher chose the university because it is located in a city, so researchers want to know how the economic behavior of students in the city is use E-Commerce services that are growing in this digital era.

Data collection technique

For the data collection method, the researcher used the Purposive Sampling method with Judgment Sampling specifications. A purposive sample is a sample that has the goal of understanding certain information from certain sources. This sample can be specified as a decision sample (judgement), which is a data collection technique by selecting sample members according to certain criteria on the basis of the research objectives to be achieved. So, Judgment Sampling is a planned sampling technique, if there is someone who is willing to fill out the questionnaire and meets the criteria needed by the researcher, then that person can be used as a sample for this research. The sample in this study were students who were currently pursuing college education and were students who were still active at the university where they were studying.

Variable Measurement Techniques

The measurement of this variable is used to describe the respondents' answers to each variable so that researchers can more easily understand it. The measurement of this variable is used to examine each of the variables that have been determined in this study, including price variables, lifestyle variables, practicality variables, information media variables and trust variables. To measure the variables to be examined in this study, it was carried out using the five point likert method. The Likert scale is useful for determining the perceptions or opinions of respondents. To assess the perceptions of respondents, assumptions were determined on all question items in the questionnaire. The assumption is that the lower the number describes the perception that tends to be negative, while the higher the number, the perception tends to be positive. The questionnaire made in this study is equipped with 5 answers that are already available, so that respondents can directly choose them. The Likert measurement scale that has been provided in this study includes:

- Strongly Disagree : 1
- Disagree: 2
- Normal : 3
- Agree : 4
- Strongly Agree : 5

By using the Likert scale, the measurement of data from the questionnaire can be done easily and correctly. To measure this data, questionnaires related to the research variables have been provided which will be given to the respondents as research objects.

RESULTS AND DISCUSSION

Data in this study were collected by conducting a direct survey of respondents using a questionnaire prepared by the researcher. The questionnaire used for this research is a questionnaire that has been developed from previous studies. In this questionnaire there are 5 question items used. The question items consist of questions about when to use e-commerce, questions about how often to use e-commerce, questions about practicality, questions about information media, and questions about trust. From the results of the research conducted, the researchers used special categories in grouping respondents. The categories of respondents in this study include gender, age, semester taken, amount of pocket money or income for one month, amount of spending using e-commerce for one month, first time knowing e-commerce, and products that respondents usually buy . In order to make it easier to understand, the researcher uses tables to group respondents into the following predetermined categories.

NO	GENDER	AMOUNT	PERCENTAGE
1	Male	6	25%
2	Female	19	75%
	General	25	100%

Respondent Category based on Gender

Based on the data above, it can be seen that of the total number of respondents as many as 25 people, female respondents are the most with a total of 19 people and a percentage of 75%. This figure clearly illustrates that more than all respondents in this study were women. While the male respondents were only 6 people with a percentage of 25%. This means that the male respondents in this study were much smaller than the female respondents.

NO	AGE	AMOUNT	PERCENTAGE
1	20-24	25	100%

Respondent Category based on Age

From these data, it can be seen that there are 25 respondents aged 20-24 years with a percentage of only 100%. It can be estimated that he was born in 2001 so that is the limit of the millennial generation.

NO	POCKET MONEY/INCOME	AMOUNT	PERCENTAGE
1	< Rp 1.000.000	6	23%
2	Rp 1.000.00 – Rp 1.800.000	11	45%
3	> Rp 1.800.000	8	32%
	General	25	100%

Respondent Category based on Pocket Money and Income for a month

From the data above it can be concluded that there are 6 respondents who have pocket money or monthly income of less than IDR 1,000,000 with a percentage of 23%. Respondents with pocket money or monthly income between IDR 1,000,000 and IDR 1,800,000 are 45%, which means half of all respondents. And only 8 respondents who have pocket money or income of more than IDR 1,800,000 with a percentage of 32%.

NO	CONSUMPTION THROUGH E-COMMERCE	AMOUNT	PERCENTAGE
1	< Rp 200.000	4	16%
2	Rp 200.000 – Rp 800.000	16	64%
3	> Rp 800.00	5	20%

	General	25	100%
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Respondent Category based on Consumption through E-Commerce for a month

Based on these data it can be seen that there are 4 respondents who consume or spend using e-commerce every month less than IDR 200,000 with a percentage of 16%. Then, there were 16 respondents who had expenses between IDR 200,000 and IDR 800,000 with a percentage of 64%. Meanwhile, only 5 respondents with expenditures of more than IDR 800,000 with a percentage of 20%. So it can be concluded that respondents with expenses ranging from IDR 200,000 to IDR 800,000 are the largest in this study.

NO	FIRST INFORMATION MEDIA	AMOUNT	PERCENTAGE
1	Social Media	13	52%
2	Television	6	24%
3	Internet	6	24%
	General	25	100%

Respondent Category based on the first known Information Media Respondents about E-Commerce

From the data above, it can be seen that the respondents who first learned about e-commerce through social media were 13 people with a percentage of 52%. Then, the respondents who first learned about e-commerce through television were 6 people with a percentage of 24%. Respondents who first learned about e-commerce via the internet were 6 people with a percentage of 24%. So it can be concluded that most of the respondents in this study first learned about e-commerce through social media.

NO	PRODUCTS PURCHASED	AMOUNT	PERCENTAGE
1	Fashion	6	24%
2	Make-up	15	60%
3	Book	4	16%

	General	25	100%
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Respondents' categories based on products they usually buy

Based on these data it can be seen that the respondents who usually buy fashion products are 6 people with a percentage of 24%. Then, respondents who usually buy make-up products are as many as 15 people with a percentage of 60%. Meanwhile, only 4 people bought book products with a percentage of 16%.

CONCLUSION

Based on the results of the research and discussion described in the previous chapter regarding the effect of price, lifestyle, practicality, information media, and trust on consumption behavior, it can be concluded as follows:

1. Prices that are in accordance with quality will increase consumer desires for their consumption behavior by using e-commerce services. So that when consumers perceive the higher the suitability of the price offered by e-commerce with its quality, the higher the desire of consumers to make purchases using e-commerce services,
2. The lifestyle of students as consumers of e-commerce can also affect their consumption. The higher the lifestyle of students, the higher their consumption behavior in using e-commerce,
3. The practicality of the services provided by e-commerce also makes it easier for consumers to make purchases. So that the higher the technological practicality of e-commerce services, the higher the consumption behavior of students using e-commerce services,
4. Various information media cannot influence student consumption behavior in using e-commerce. Even though information about e-commerce is increasing and coming from various media, it does not affect the consumption behavior of students in making purchases using e-commerce services. 5. High student trust in e-commerce can also influence student consumption behavior in making purchases using e-commerce services. So that the higher the level of security provided by e-commerce, the higher the consumption of students in making purchases using e-commerce services.

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