



Indonesian Millennials' Online Shopping Attitude during the Pandemic

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Abstract

In this study, the role of attitude as an intervening variable between social motives, escapism motives, and value motives and intention to shop online after the COVID pandemic was investigated. The questions were generated from earlier research, and the results of the reliability test and structural equation modelling with SEM-AMOS included 413 respondents. The findings of the second-order model investigated the hypothesis. The inclination to make a purchase online is influenced in both a direct and indirect manner by social motives, escapism motives, and value motives. The study also came to the conclusion that attitude acts as a mediator in the connection between social motives, escapism motives, and value motives, and online shopping intentions among Indonesian millennials.

Keywords: online purchase intention, attitude, social motives, escapism motives, value motives, millennial consumers.

1. Introduction

As a result of this pandemic, there are many activities whose activity space is limited because they have to avoid direct interaction. This has made many people's habits change, including terms encouraging consumers to find new ways to shop, so the business sector must also adapt. The entry of the industrial revolution 4.0 is one of the references to increase efficiency and effectiveness in carrying out activities, including in terms of business. Various activities today can be resolved by using technology such as use in terms of the internet.

Half of the world's population today is already connected to the internet network. The internet seems to have become an integral part of people's daily lives. In Indonesia alone, around 57 percent of internet users are millennials (Indonesia Bureau Statistic, 2021). The millennial generation is currently the generation that dominates the productive age and plays a big role in the era of demographic bonuses. As the generation with the largest population, millennials will be in control of the wheels of development, especially in the economic field. Indonesia has great potential to develop the digital economy. This can be seen from the high digital activity of the Indonesian population, especially in terms of online shopping.

The millennial generation is one of the consumers impacted by Covid 19. During the Covid-19 pandemic, the spread of Covid-19, which is increasingly widespread, has an impact on the millennial generation, causing restrictions on movement space that make many activities replaced and change the behaviour of the millennial generation to be more at home. There has been a consistent increase in the average transaction across almost all products caused by

consumers switching to online shopping. Therefore, the millennials in Indonesia are the largest contribution to the proportion of online shopping transaction during the Covid-19 pandemic (Katadata Insight Centre, 2022). Millennial customers are customers born from 1980 to 2000 and this generation is the most influential today. They were the first generation to grow up surrounded by digital media (Raines, 2002). Moreover, millennials are described as self-centered, tech-savvy, environmentally conscious individuals, and have a low level of brand loyalty (Gurău, 2012).

The habit of the millennial generation who are addicted to gadgets has given rise to innovations in the business sector to take advantage of these market opportunities. The business sector has experienced developments that can make it easier for consumers to make purchases online, which we usually know as electronic commerce or e-commerce. Shopping from online stores is one of the attractive ways consumers can consume which is usually done directly by visiting stores or malls. The shopping behaviour of consumers online has increased greatly in numbers and has also experienced an expansion in the types of products consumed. In the intense competition of e-commerce in this pandemic era, the data show that the most generic to buy products online came from younger Millennials between 15-24 (63.8%), followed by older millennials between 25-35 (62%). This means that product purchases online are dominated by the millennial generation an average age between 15-24 (Alvara Research Center ,2019).

Studies have shown that demographics and personal, social, cultural, and psychological factors have a big impact on what young consumers buy (Christodoulides & Michaelidou, 2010; Hill, Beatty, & Walsh, 2013). Motivations have been considerably explored within the young consumer behaviour research. Moreover, shopping motivations in buying intention have been chiefly listed as experiential motivation, hedonic shopping motivation and utilitarian motivation (Dey & Srivastava, 2017; Koo, 2009; Singh, 2014; Sütütemiz & Saygılı, 2020). Additionally, the shopping motivations such as social motives, escapism motives and value motives and attitudes are vary in different generation as it is evident amongst young consumers in Australia and the USA (Dharmesti, Dharmesti, Kuhne, & Thaichon, 2019). Moreover , studies in consumer behaviour found that attitude mediate to online shopping with utilitarian attributes and hedonic attributes (Moon et al., 2017).

Furthermore, this study focuses on the role of attitudes towards online purchase intention. Meanwhile some of previous online shopping studies have concentrated mediating variable such as e-commerce attributes, information search and hedonic attributes toward online shopping behavior (Dey & Srivastava, 2017; Dharmesti et al., 2019; Sohn & Kim, 2020). However, not yet study on specific motives such as social motives, escapism motives and value motives with attitude as mediating toward e-commerce purchase intention. Besides, studies on the Indonesian millennial generation have not been carried out much, even though the total population of the Indonesian population aged between 15-35 years is currently very large, 34.45%. Therefore, this study attempts to identify attitude as the antecedents of millennial consumers on online purchase intention and verify the attributes of motivation from existing studies.

In addition, the purpose of this study might be stated as to investigating the influence of social motives, escapism motives and value motives on online shopping intention with

mediating effect of attitude. Thus, this study focuses on online shopping intention of millennial generation especially in the post covid 19 pandemic era.

2. Theoretical Background and Hypotheses Development

Theory of Planned Behaviour is utilized as a theoretical foundation for examining the impact of attitudes on behaviours such as purchasing intention. Furthermore, in consumer studies, attitude influences thought, feelings, and decision-making processes (Das, 2014). An individual's attitude is defined as their innermost feelings about something that they adore or detest (for instance, a product or service.). Additionally, attitudes may motivate a propensity to act on positive or bad things, including attitudes, people, goods, services, organizations, concepts, and problems. Consumer attitude and purchase intention are influenced by attitudinal beliefs and outcomes, indicating that individuals are more likely to participate in an action if they have a favorable attitude toward commencing it (Nguyen, Yang, Nguyen, Johnson, & Cao, 2019). Many studies have identified a connection between customer views and behaviour intentions (Litvin & MacLaurin, 2001; O'cass & Fenech, 2003; Park & Cho, 2012).

Consumer shopping intentions are influenced by shopping motives (Christodoulides & Michaelidou, 2010). According to the motivation theory, both cognitive and emotional reasons play a role in understanding why individuals buy (Rohm & Swaminathan, 2004). Most buying incentives, such as hedonic and utilitarian motives, have been discovered in previous research (Khare & Rakesh, 2011). Since millennials have more technological exposure and information than previous generations, purchasing selections for them are more challenging. Millennials have a large social network and are concerned over how customers see them. Therefore, the hypotheses for the relationship between each variables are :

H1: Social motives positively influence attitude

H2: Escapism motives positively influence attitude

H3: Value motives positively influence attitude

Social motives relate to the extent to which an individual is driven to purchase online because they want others to know. (Çelik, 2011). Meanwhile, escapism motives is seems to be one of the variables driving repurchase behaviour (Scarpi, Pizzi, & Visentin, 2014). Furthermore, Triantafillidou & Siomkos, (2014) emphasized the relevance of escapism as a factor influencing customers' purchase intentions. Meanwhile, there is a connection between a value motives and the price, the cost, and the advantages that are exchanged in a transaction. (Jackson, Stoel, & Brantley, 2011). Purchase intention refers to people's expected or planned future behavior, as well as the likelihood that their views and attitudes will be influenced to act. As the outcome, the relationship between social motives, escapism motives, and value motives to purchase intention in online shopping is investigated in this study.

H4: Value motives positively influence purchase intention

H5: Escapism motives positively influence purchase intention

H6: Social motives positively influence purchase intention

Millennials consider living for today in their shopping decisions; as a matter of fact, they are more inclined to do what they assume would benefit them in the short term (Gurău, 2012). This attitude influences their shopping behavior since millennials prefer to get the remarkable best deal with the least amount of effort. Moreover, younger consumers exhibit a stronger

correlation between their opinions regarding online buying and their propensity to make online purchases. (Khare & Rakesh, 2011; Sorce, Perotti, & Widrick, 2005).

Attitude has been utilized by the previous study in many situations (Ajzen & Fishbein, 2000). A significant and positive relationship between attitudes and consumers' purchase intention on online purchasing behavior has revealed a correlation between attitudes about online shopping and intentions to make online purchases. (Dharmesti et al., 2019; Khare & Rakesh, 2011; Sorce et al., 2005). Furthermore, the attitude has been found to have a considerable impact on online shopping purchase intentions in an earlier study (Moon et al., 2017). In light of the previous argument, this study investigates the mediating of attitude and purchase intention on e-commerce platforms with the following hypotheses are proposed:

H7: Social motives have a positive effect on the intention to buy, which is mediated by attitude.

H8: Escapism motives have a positive effect on the intention to buy, which is mediated by attitude.

H9: Value motives have a positive effect on the intention to buy, which is mediated by attitude.

In this study, a research model was constructed based on the hypotheses above, and as shown in Figure 1:

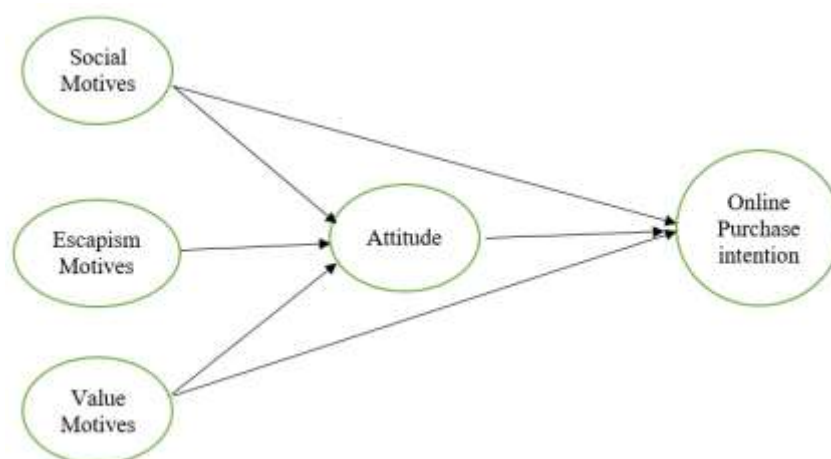


Figure 1. Research Model

3. Research Method

The respondents were selected using a non-probability sampling known as purposive sampling. Respondents were allowed to complete the questionnaire if they were between the ages of above 15 and 35 and had made at least one online purchase during the previous six months. The data collection takes eight weeks from April to May in 2022. This is a quantitative study based on a survey with closed-ended questions. This study collected 413 responses by google online form which is distributed through social media.

Using structural model equation and AMOS to collect and analyse data for hypothesis testing. Based on measurement theory, the Structural Equation Modelling (SEM) method is effective for assessing data such as survey measurements. Because SEM is advantageous for confirmatory research, it may be employed to establish the relationship in this study. Therefore, SEM may be used to evaluate the path coefficient in this study. (Hair, Risher, Sarstedt, & Ringle, 2019).

The research items of social motives, escapism motives, and value motives are originated from Dharmesti et al., (2019). Additionally, items regarding attitudes and online buying intentions are adapted from Moon et al.(2017).

4. Result and Discussion

Respondents' characteristic

Table 1 summarizes the respondents' demographic profiles. As shown in the table, a total of 413 Indonesian respondents, with 38,98% males and the majority females with 61.02%. Most respondents (71.91%) were in the age group between 20 to 25, followed by the age group between 25 to 30 (19.61%). The respondents comprised 69.01 % Bachelor's degrees, 29.06% High school, and 1.94 % master's degrees. Most respondents (45.76%) were middle-class to upper-middle-class with income between Rp 1.000.000, and Rp 5.000.000, -. Furthermore, 51.57% of respondents purchased fashion products because fashion is the most desirable product for Indonesian millennials to shop online, 20.82% of respondents purchase the electronic product once or twice a month, 15.50% of respondents buy a product based on hobbies and toys once a week and 12.11% of respondents purchase others.

Table 1. Respondents
Demographic profile (n=413)

Variables	Frequency (n)	Percentage (%)
Gender		
Male	161	38.98
Female	252	61.02
Age (years)		
15-20	30	7.26
20-25	297	71.91
25-30	81	19.61
30 and above	5	1.21
Education		
High school	120	29.06
Bachelor Degree	285	69.01
Master Degree	8	1.94
Occupation		
Student	268	64.89
Civil Servant	33	7.99
Private Employee	21	5.08
Entrepreneur	54	13.08
Others	37	8.96
Income		
Less than Rp 1.000.000	78	18.89
Rp 1.000.000 – Rp 2.500.000	189	45.76
Rp 2.500.000 – Rp 5.000.000	115	27.85
Rp 5.000.000 and above	31	7.51
Frequently Purchased Product		
Fashion	213	51.57
Electronic Product	86	20.82
Hobby and Toys	64	15.50
Others	50	12.11

Data Analysis

A two-step approach recommended by Gerbing & Anderson (1988) was used in this study. First, the measurement model's reliability and validity for the first- and second-order models were evaluated, and then the structural model was evaluated for the suggested hypothesis. Establishing the reliability and validity of first-order latent variables is required when performing a second-order CFA. The next section describes the reliability and validity of the first-order concept.

First-order measurement model

Using factor analysis and confirmatory factor analysis, the measurement model was examined (CFA). Both assessments are meant to evaluate the validity and reliability of items. All items in this study have a loading score more than 0.60 and are loaded in specific variables; thus, they are legitimate. (Hair et al., 2011). CFA uses the average variance extracted (AVE) score to evaluate convergence validity. Due to the fact that the AVE score exceeds 0.50, there are no issues with the convergence validity of any of the questions in this research (Bagozzi & Yi, 1988).

Following Hair, Ringle, & Sarstedt (2011), this study executed a reflective measurement model (algorithm) and a structural model using SEM-AMOS (bootstrapping). As a higher-order variable, attitude is estimated using a two-step procedure. First, the validity and dependability of the measurement model are examined to ensure that the measurement quality standards are satisfied. In terms of internal consistency, both Cronbach's alpha and composite reliability of each construct were more than 0.70, indicating that the constructs' internal reliability is consistent. In addition, the extracted average variance (AVE) is more than 0.50, indicating that the convergent validity meets the threshold value. As demonstrated in Table 3, the square roots of the AVE values are greater than the correlation of constructs in terms of discriminant validity.

Goodness of fit test allow researcher to determine whether the sample follows a normal distribution. Using three to four fit models is sufficient to show that this research model is acceptable, at least each of the absolute fit, incremental fit, and parsimonious fit are fulfilled (Hair et al, 2011). In addition, the model Goodness of Fit is evaluated by certain indicators as mentioned in Table 2.

Table 2. Goodness of Fit

Criteria	Threshold	Result	Rule of thumb
Chi-square	Small	258,644	Good
RMSEA	<0.08	0,058	Good
CFI	>0.95	0,967	Good
TLI	>0.95	0,958	Good
CMIN/ df	<5.00	2,373	Good

This model's CMIN/DF score is 2.373 (5.00), which is good; its RMSEA score is 0.058 (0.08), which is also good; and its CFI and TLI scores are 0.967 and 0.958 (>0.95), suggesting an excellent GoF. Overall, the ratings indicate that the Goodness of Fit model is satisfactory (Hair et al., 2011).

According to Table 3, each indication of the research variable has a loading factor value greater than 0.5. Based on how the loading factors turn out, it may be possible to say that the

construct has good convergent validity. All of the factor loading values for each statement item exceed the standard, so none of the statement items are taken out of the model. As a result, the measurement model can be tested further. Table 3 shows that the AVE value for all constructs is more than 0.5. The AVE value shows the convergent validity value. Its aim is to determine the variance of a construct component based on the indications. The AVE value should be more than 0.5. As a result, the convergent validity measurement model used in this study is likely to be accurate.

Table 3 indicates that a Cronbach's Alpha value greater than 0.6 indicates a very dependable Cronbach's Alpha value. Cronbach's alpha values between 0.70 and 0.90 are usually interpreted as meaning that the study is very satisfactory ((Hair, Hult, Ringle, & Sarstedt, 2017). Also, the total value of reliability is greater than 0.6. Because of these results, each study variable meets the assessment requirements, which means that the whole variable is considered reliable.

Table 3. Measurement model indicators (n= 413)

Constructs	Items	Loadings	Cronbach's Alpha	CR	AVE
SM	SM1	0,847	0.864	0.850	0.655
	SM2	0,755			
	SM3	0,872			
EM	EM1	0,783	0.885	0.867	0.685
	EM2	0,853			
	EM3	0,83			
VM	VM1	0,833	0.883	0.901	0.697
	VM2	0,867			
	VM3	0,838			
	VM4	0,708			
PI	PI1	0,792	0.852	0.892	0.674
	PI2	0,742			
	PI3	0,83			
	PI4	0,799			
AT	AT1	0,801	0.869	0.893	0.735
	AT2	0,873			
	AT3	0,759			

Notes: SM = Social Motives, EM = Escapism Motives, VM = Value Motives, PI = Purchase Intention, AT = Attitude, CR = Composite Reliability, AVE = average variance extracted.

Second-order measurement model

Path coefficient analysis in SEM is used to test the proposed hypothesis. If the p-value of the significant level of the association between the construct variables on the regression weight of the maximum likelihood estimate is less than 0.05, the hypothesis in this study is accepted (Blumberg, Cooper, & Schindler, 2014).

Consumer attitudes are shown to be favourably influenced by social motives ($b = 0.261$, $p = 0.01$). As a result, H1, which proposes a favorable effect of social motives on millennial attitudes, is confirmed right. The escapism motives are shown to be significant and positively

connected with millennial attitudes ($b = 0.180, p 0.01$). As a result, H2 is supported. H3 investigates the relationship between millennials' value motives and attitudes. The regression results corroborate this hypothesis, with the coefficient of value motives being positively and substantially linked with the dependent variable of millennial attitude ($b = 0.458, p 0.01$). As predicted, the component of value motives has a positive influence on the dependent variable of purchase intention ($b = 0.409, p 0.01$). Thus, H4 is proven. Escapism motives and purchasing intention had a comparable positive significant correlation ($b = 0.110, p 0.01$). As a result, H5 is supported. Social motives are substantial and positively connected with purchasing intention ($b = 0.111, p 0.01$). As a result, H6 is supported. Because all theories have been confirmed and supported. All of the findings are detailed in Table 4. The modification results can be seen in figure 2 below

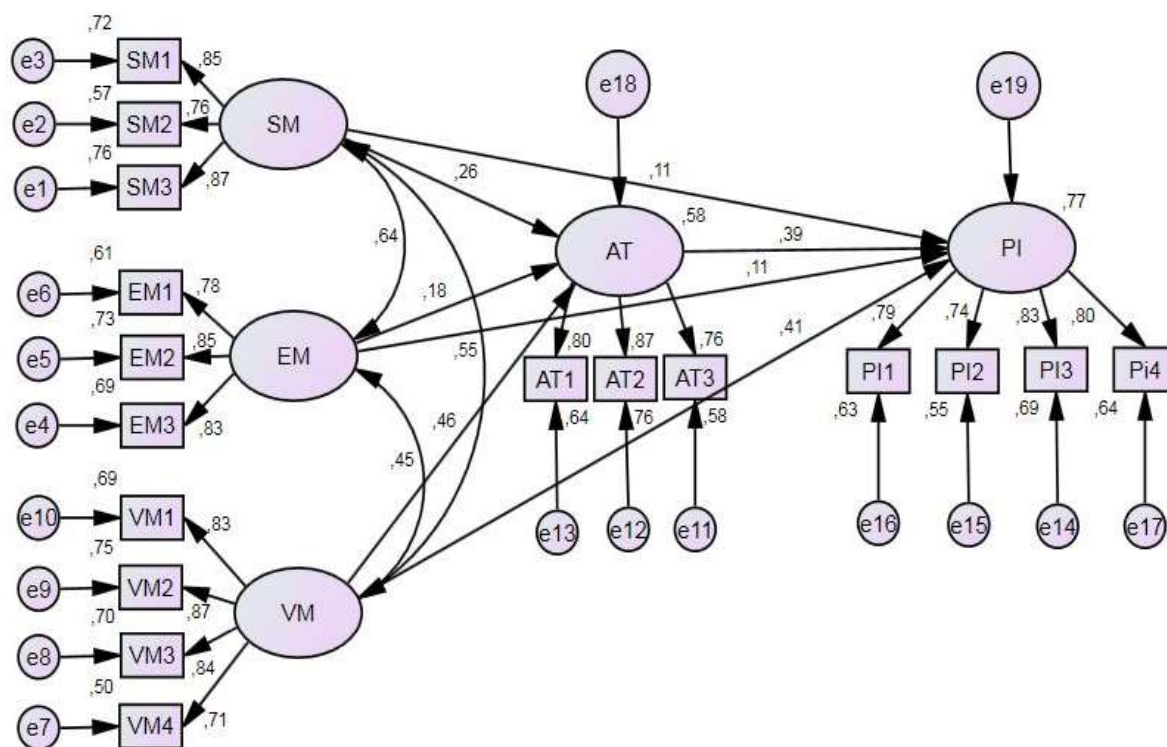


Figure 2 Structural Model

Based on comparisons of output outcomes, almost every index has improved after adjustment. SM, EM, VM, AT and PI findings are within the recommended range, hence it can be assumed that the overall model is valid.

Table 4. Structural Model Result

Hypotheses	Path effect	Critical Ratio	Standardized Regression Weight	P value	Decision
H1	Social Motives → Attitude	3,953	0,261	0,000	Supported
H2	Escapism Motives → Attitude	2,971	0,180	0,003	Supported
H3	Value Motives → Attitude	7,668	0,458	0,000	Supported
H4	Value Motives → Purchase Intention	7,174	0,409	0,000	Supported
H5	Escapism Motives → Purchase Intention	2,169	0,110	0,000	Supported
H6	Social Motives → Purchase Intention	1,988	0,111	0,000	Supported

In addition, hypothesis testing was carried out by looking at the critical ratio (CR) value, greater than 1.96 at a significant level of $p < 0.05$ and 2.58 at a significant level of $p < 0.01$. It can be seen from Table 4 that the standardized regression weight of the social motives construct on attitude is 0.261, p -value < 0.011 . The value of escapism motives in attitude is 0.180, p -value < 0.01 . The standardized regression weight of value motives on attitude is 0.458, p -value < 0.01 , the value motives on purchase intention is 0.409, p -value < 0.01 . The value of escapism motives on purchase intention is 0.110, p -value < 0.01 , and the value of social motives on purchase intention is 0.111, p -value < 0.01 .

The outcomes of direct and indirect effect are shown in the tables below:

Table 5. Standardized Value, Direct, Indirect, dan Total Effect

	Direct Effect	Indirect Effect	Total Effect	Conclusion
Social Motives -> Attitude -> Purchase Intention	0,409	0,179	0,579	Significant
Escapism Motives -> Attitude -> Purchase Intention	0,110	0,070	0,149	Significant
Value Motives -> Attitude -> Purchase Intention	0,111	0,102	0,154	Significant

The table of standardized direct effects and standardized indirect effects might be used to represent the indirect impacts if they were standardized. The findings presented a contrast between direct and indirect consequences. The direct effect of escapism motives on purchase intention mediated by attitude is higher than the direct effect of social motives on purchase intention mediated by attitude. The direct result of social motives on purchase intention mediated by attitude is 0.409, while the indirect effect of social motives on purchase intention mediated by attitude is 0.179. The escapism motives variable indirectly influences the purchase intention variable, and the 0.070 attitude variable mediates this effect.

Furthermore, among millennials in Indonesia, social motives, escapism motives, and value motives all have a significant effect on their online buying intentions. People may engage in several online activities, such as online shopping. The findings of previous studies show that social, escapist, and value motives influence millennials' purchasing intentions when they shop online (Dharmesti et al., 2019; Hill et al., 2013). For example, online shopping is a social activity that enables people to look at product information, photographs, and promotions without having to leave their homes, especially in a covid situation. As an example of an escapism purpose, adolescent individuals who feel unpleasant emotions like boredom or poor mood may seek comfort. Meanwhile, value motives include a low price, a special offer, or a good deal.

As a result, the finding of the mediating attitude effect suggests that millennials are a tech-savvy generation that is good at using the technology (Obal & Kunz, 2013). The online shopping method is very well among Indonesian millennials. The more favorable consumers' attitudes toward online buying are, the more likely they are to shop online. Consequently, the findings of this study are consistent with Moon et al., (2017) from earlier research. This is shown by the impact of attitude on online purchase intent. Between social motives, escapism motives, and values motives, the indirect influence of attitude on online purchase intention is more beneficial than the direct effect.

This finding emphasizes the role of attitude as a mediating impact, indicating that post-pandemic Indonesian millennial customers have a good attitude about online shopping. The switch of millennial consumer behavior, which usually shops offline to online, will continue even after the covid pandemic returns to normal. The growth of online among millennial customers, particularly in Indonesia, will continue to rise because they already enjoy the comfort and convenience of using services or purchasing things through online shopping. Furthermore, online marketplaces take advantage of this momentum to improve their services and provide sales promotions such as discounts or free shipping.

5. Conclusion

This study include contributions to the online retailing literature such as the role of attitudes in consumer decision making will determine indirectly the decisions of consumers, which is related to the motivation of a person in deciding to buy a product online, especially during a pandemic by millennials in Indonesia .

Based on the findings of the hypotheses above tests, the conclusions are as follows: social motives, escapism motives, and value motive significantly influence millennial online purchase intention. The higher social motives, escapism motives, and value motives for online shopping will increase millennial consumers' sense of online shopping. Likewise, the results of the indirect effect of attitude between social motives, escapism motives, and value motives on millennial purchase intention. The mediation variables of attitudes help millennial consumers to make choices and understand how social reasons, escapism motives, and value motives create online shopping intention.

Even though the current research provided some valuable insights, it also had limitations. The study may have lost out on the respondents' considered opinions because of using cross-sectional data. Time series data could be collected over a longer length of time; this phenomenon may perhaps explain how millennials' behavior evolves, as well as the influence of particular motives and the mediating of attitude,

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