

How Does The Millennial Consumers Shopping in The Marketplace in Post Covid-19

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Abstract. The purpose of this research is to look into the Millennial Generation's consumption trends in the marketplace. The second objective of the study was to use the logistic regression method to answer the first study's objectives, which was to use statistical frequency analysis, and the third objective of the study was to use the Ordinary Least Squares method to answer the first study's objectives, which was to use statistical frequency analysis (OLS). Currently, Indonesian urban communities (urban) are very engaged with the internet's existence. Information technology and the internet are involved in almost every action. In practically all Indonesian regions, including Yogyakarta, this phenomena fosters the expansion of empowerment in the business sector, which uses the internet as its primary platform. According to the Indonesian Internet Service Providers Association (APJII), there were 171.17 million internet users in Indonesia in 2018, accounting for around 64.8 percent of the country's total population (BPS, 2018). Yogyakarta has a high proportion of internet users (26.3%). One of the reasons for this high figure is Yogyakarta's demographic aspect, which is recognized as a student city, resulting in an increase in the number of internet users in Yogyakarta.

Keywords: Millennial Generations, E-Commerce, Consumption, Marketplace.

1 Introduction

According to internetworldstats.com, Indonesia's internet users are 143.26 million, or almost 53% of the country's total population of 269.54 million. Indonesia has 6.5 percent of Asia's internet users. The number of Indonesian internet users is in third place in Asia, behind China and India, which reached 829 million and 560 million.

The Internet, often known as the World Wide Web (www), has had a significant impact on business practices. Markets, industries, and businesses are all changing to suit the economy's and technology's demands. Currently, information technology (IT) is being used to fuel market activity and business. At this time, the internet is a powerful correspondence component capable of assisting in the processing and completion of business. It has resulted in significant changes in the business. It provides the possibility to sell everyday essentials products directly to customers in the consumer market or industrial market buyers.

E-presence commerce's presently has aided many people in providing online transaction services for a variety of purposes. The existing infrastructure, on the other hand, is adequate and easily accessible to the general population. According to the Investment Coordinating Board (BKPM), investment in the digital market sector totaled USD 5 billion in 2017. In the e-commerce industry, 2015 saw the birth of a large number of new firms.

Indonesia is approaching a new demographic period, also known as the demographic bonus era, which is characterised by a decline in the ratio of nonproductive individuals (aged less than 15 years and 65 years and more) to productive people (aged 15-64 years), also known as the dependence ratio. The demographic bonus is a rare occurrence that occurs only once in the history of a country. This is because the demographic bonus occurs when the proportion of the population of productive age is greater than 2/3 of the total population, or when the dependence ratio of the number is less than 50.

Internet users, according to Ministry of Communication and Information (n.d), are persons between the ages of 19 and 34, or 49 percent of the millennial population. Meanwhile, 30% of internet users are between the ages of 35 and 54. The rest, 17% of internet users aged 13 to 18, and 4% of those aged 54 and up [1].

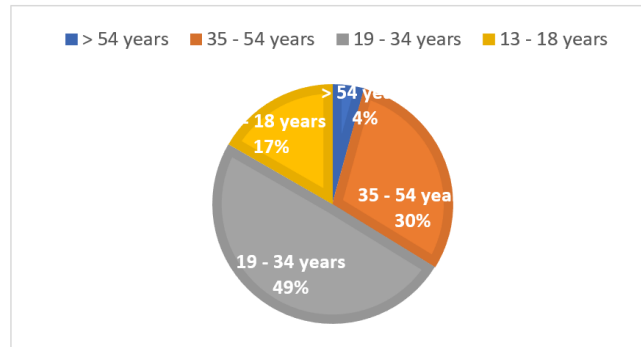


Fig I. Proportion of Total Internet Users by Age Group
Source: Ministry of Communication and Information (n.d)

According to National Socioeconomics Survey (SUSENAS) (2017²) [2], Yogyakarta is the second province in Indonesia after DKI Jakarta in terms of Millennial Generation access to the internet, which is higher than the national average of 80.73 percent [2]. This is due to Yogyakarta's reputation as a destination city for education and tourism. In order for an economy to grow, demographic factors must always be considered. The majority of the Millennial Generation has now entered the workforce. Because of their relatively high wealth and rapid growth, the Millennial Generation is increasingly impacting the economic sector, particularly in the internet purchasing and selling business. Because they are so intimately linked to technology, particularly online buying, millennials are frequently targeted for marketing various industrial items.

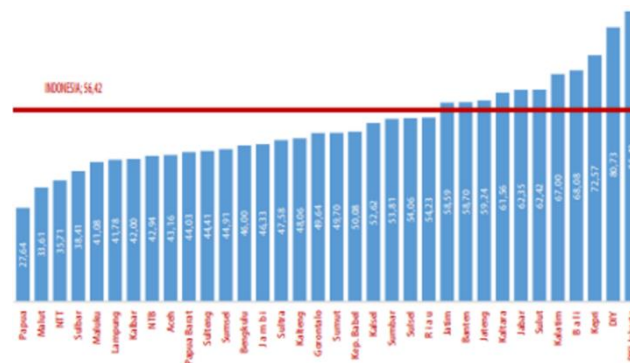


Fig II. Percentage of Millennial Generation in Indonesia Accessing The Internet by Province in 2017.

Source: National Socioeconomics Survey. Central Bureau of Statistics Indonesia, 2017 [2]

This study aims to investigate the elements impacting the perception of options for the Yogyakarta Millennial Generation in consuming products in e-commerce. It is based on a description of the background and research concerns.

[3] defines electronic commerce (e-commerce) as "the use of the internet and the web to conduct business"[3]. Because information is at the heart of all commercial activity, according to [4], e-commerce aids in the conduct of traditional trade by way of innovative forms of processing and sharing information[4]. E-commerce refers to the electronic exchange of business data via electronic bulletin boards, electronic fund transfers, e-mail, and other network-based technologies [5]. Information is automatically transferred from one PC to another via the internet.

E-commerce, according to [5], is the process of buying, selling, exchanging, or transferring information, services, or items using computer networks [5][6]. When traditional types of business operations are combined with social networking over the internet, a business system can be beneficial when done correctly, resulting in an increased client base, brand awareness, and revenue [7]. Client purchase decisions are influenced by their ideas, attitudes, perceptions, learning, and motivation [8]. The way clients chose, coordinate, and analyze input to generate knowledge is referred to as perception. Customers' desire to have their wants met is a source of motivation[9].

According to [10], benefits for consumers when shopping on e-commerce sites include providing convenience [10].[10] Customers do not need to wrestle with traffic, do not need to look for a parking space, shop from shop to shop and queue for payment [11]. Customers may compare brands, compare prices, and request stock from anywhere at any time. Consumers gain various benefits by shopping on e-commerce sites, including the

ability to shop anywhere and at any time [12]. Consumers do not need to go to stores to purchase the things they require; transactions can be completed at any time of day or night [13][14]. Furthermore, buying on e-commerce sites enables product comparisons to assist in deciding which to purchase, better comfort, a wider range of products, faster transactions and no lines, safeguarded consumer secrets, and the ability to save time, effort, and money [15][16].

Ryder (1965) conducted research on generational differences, stating that a generation is the sum of a group of people who share similar experiences in a same timeframe [17]. William Strauss and Neil (2000) [18][19] created the term Millennials in their book *Millennials Rising: The Next Great Generation* in 1987, when children born in 1982 started pre-school. When they graduated from secondary school in 2000, the media began to regard them as a group linked with the new millennium. In their book *Millennial Nusantara*, [20] define the millennial generation as individuals born between 1981 and 2000 [20][21]. The millennial generation can be defined as individuals born between 1980 and 2000, based on the findings of this literature review. The Indonesian millennial generation is defined as those born between 1980 and 2000, and this notion will be utilized to analyse data in this study [22].

The five steps of the purchasing decision process are described as follows by [23]:

1. Problems Overview

The buying process starts when the buyer recognizes a need or a problem that is sparked by an external or internal stimulation. Internal stimulation can increase one of a person's natural wants, like as thirst or hunger, to the point that it becomes a drive, or the desire may arise as a result of external stimuli.

2. Information Search

At this level, a person or a buyer simply becomes more receptive to information about a product. At the next level, one can engage in dynamic information search, which includes looking for understanding materials, phoning friends, engaging in internet activities, and visiting stores to learn more about an item.

3. Alternatives Evaluation

Consumers will first attempt to meet a requirement. Second, they're looking for specific product advantages. Third, they see each as a collection of traits with varying capacities for communicating the benefits expected to meet this requirement. Ascribes that convey advantages addressing the criteria will be given the most weight by consumers.

4. Purchasing Choices

Consumers form inter-brand preferences in numerous choice sets during the evaluation stage. They may also develop a desire to purchase the brands they want. They can make five sub-decisions while carrying out buy intentions: brand, distributor, time, amount, and payment method.

5. Post-Purchase Actions

Clients may experience conflicts after making a purchase, such as overhearing pleasant things or seeing certain concerning qualities about other items, as well as being aware of information that supports their decisions. Marketing messages are designed to instill trust and evaluation in customers, allowing them to feel more confident in their decisions.

Cho and Agrusa (2006) identified the aspects that influence consumer satisfaction with websites, stating that external variables (such as price, products and services, technology and utilities, product branding, entertainment and promotion) all influence consumer satisfaction in online enterprises [24].

2 Research Method

This research was conducted in the Special Region of Yogyakarta. The research was conducted for twelve months in 2020. The object of this research is on e-commerce sites, while the subject of this research is the millennial generation in the Special Region of Yogyakarta. The research location was conducted in Yogyakarta. In addition, the data in this study is both primary and secondary. Field survey approaches using organized, methodical, and computed questions on a Likert scale were used to collect primary data. Scores are given for strongly disagreeing (STS) score 1, disagreeing (TS) score 2, neutral (N) score 3, agreeing (S) score 4, and strongly agreeing (SS) score 5. To gain a more thorough and comprehensive image of the research projects under examination, secondary data were employed to substantiate the outcomes of primary data processing [25].

The participants in this study were University of Yogyakarta students. A sample is a subset of the population being researched in a study, and the results are assumed to be typical of the full population. Purposive sampling was used in the sampling process. The Slovin method was used to sample in this investigation, and the formula is as follows:

$$n = \frac{N}{1 + N(e)^2}$$

n: The number of samples
 N: The size of population
 e: Error tolerance

The population in this study is 200,000, and the sample size is = 99.95, rounded to 100. As a result, a minimum of 100 surveys will be delivered via a Google form for this study. The independent variable and the dependent variable were both present in this study. The variables are explained in the following way:

1. The independent variable [26] is the variable that causes or influences the appearance of the dependent variable's change. Trust, price, promotion, time, risk, simplicity of use, and quality of information are the independent factors (independent) in this study.
2. The dependent variable is the variable that is influenced by the presence of the independent variable (independent). In this study, purchasing intention is the dependent variable [26]. Acquire intention refers to the millennial generation's intention to purchase specific things in this study.

The following are the analytical procedures employed in this research:

1. Statistical Descriptive Information

According to [26], descriptive statistics are used to examine data by explaining or describing the data as it is, without intending to make generalizations or draw broad inferences.

2. Analysis of Multiple Linear Regressions

This approach of multiple linear regression was used to examine the relationship between the dependent variables of trust (X1), price (X2), promotion (X3), time (X4), risk (X5), ease of use (X6), and information quality (X7) The equation model employed with the independent variable, purchase intention, is:

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5 + b6X6 + b7X7 + e$$

Explanation:

Y = Millennial generation consumer perceptions of e-commerce products

a = Constanta

b1 = Coefficient of regression for variable X1

b2 = Coefficient of regression for variable X2

b3 = Coefficient of regression for variable X3

b4 = Coefficient of regression for variable X4

b5 = Coefficient of regression for variable X5

b6 = Coefficient of regression for variable X6

b7 = Coefficient of regression for variable X7

X1 = Trust

X2 = Price

X3 = Promotion

X4 = Time

X5 = Risk

X6 = Ease of use

X7 = Quality of information

e = Standard error

3 Result

Purchase Intention of Yogyakarta Millennial Generation for E-Commerce Products

Consumer desire in purchasing is strongly influenced by consumer behavior [27]. Individual buying interest, according to [28] is related to behavior and can be described as a cognitive component of individual behavior concerning how individuals prefer to acquire various products [28]. Furthermore, [29] claims that many indications, including reference interest, transactional interest, explorative interest, and preferential interest, can be used to identify buying interest. Table 1 gives a more detailed description of the indicators [29].

Table I. Buying Interest Indicator According to [29].

Indicators	Description
Transactional Interest	an individual's affinity to purchase an item

Referential interest	an individual's propensity to allude items to other people
Preferential interest	interest that depicts someone's behavior who has an essential preference for the item. This preference is able to be changed only if something occurred to the preferred item.
Exploratory interest	an interest which portrays an individual's behavior who is continually searching for information about a product he is keen on and searching for data to help the positive properties of the item

Trust, price, promotion, time, risk, simplicity of use, and information quality are eight independent variables (all of which are free) in this study. Meanwhile, one dependent variable, Purchase Intention, is employed, which indicates the millennial generation's desire to acquire various things. Multiple linear regression analysis methods are used to evaluate the correlation between the dependent variable and two or more independent variables such that the connection obtained can estimate a variable if only other factors are known.

Table II. The Results of Simultaneous F-Test

ANOVA^a

Models	Sum of Square	df	Mean Square	F	Sig
Regressions	17.616	7	2.517	19.990	.000 ^b
Residual	11.456	91	.126		
Total	29.071	98			

a. *Dependent Variable: Purchase Intention*

b. *Predictors: (Constant), Quality of Information, Price, Time, Risk, Trust, Promotion, Ease to Use*

The F-count value obtained from Table 2 is 19,990, with a significance level of 0.001. The value of F-count > F-table (19.990 > 2.110) was calculated using the analysis, with a significance level of 0.0000.05. As a result, the dependent variable, Purchase Intention, is affected by the independent variables of trust, price, promotion, time, risk, simplicity of use, and information quality.

Table III. Partial T-Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.705	1.117		-2.423	.017
	Trust	.134	.064	.144	2.104	.038
	Price	.191	.051	.250	3.716	.000
	Promotion	.251	.053	.352	4.734	.000
	Time	.120	.064	.126	1.872	.064
	Risk	.257	.065	.267	3.934	.000
	Ease to Use	.177	.063	.211	2.791	.006
	Quality of Information	.170	.062	.196	2.730	.008

a. *Dependent Variable: Purchase Intention*

A partial t-test, on the other hand, was used to determine the partial impact of the independent variables on the dependent variable (Table 3). The t-count value at variable time is lower than the t-table (1.986), which is 1.872 with a significant value (0.06 > 0.05), according to the test results. This shows that the variable time partially does not significantly affect Purchase Intention. Meanwhile, the other six variables (trust, price, promotion, risk, ease of use, and quality of information) have a higher t-count value than the t-table (1.986). The t-count value of the six variables ranged from 2.104-4.734 (> 1.986) with a significance value ranging from 0.000-0.038 (< 0.05). This shows that the variable trust, price, promotion, risk, ease of use, and quality of information partially has a significant impact on Purchase Intention.

Table IV. The Test Results of Determination Coefficient

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778 ^a	.606	.576	.35481

- a. Predictors: (Constant), Quality of Information, Price, Time, Risk, Trust, Promotion, Ease to Use
 b. Dependent Variable: Purchase Intention

Furthermore, the determination coefficient test is utilized to determine the extent to which the independent variable contributes to the dependent variable. Based on Table 4, the R square (R²) value obtained is 0.606. This value shows that 60.6% of Purchase Intention can be elucidated by the independent variables used in the study. However, the remaining 39.4% was explained by other variables outside the scope of the study

4 Conclusion

Built on the study results analysis, the trend of the millennial generation's consumption patterns has hedonic characteristics, namely a condition in which an individual tries to fulfill his desire to feel happy and happy. The factors that influence the choice of the Yogyakarta Millennial Generation in consuming products on the marketplace are as follows:

1. The characteristics of the millennial generation in shopping are driven by curiosity.
2. Positive consumer perceptions of shopping activities will contribute to the quality of human life, especially in society's social aspects.
3. Usability (Utilitarian) and product price (Cost)

Purchase intention or purchase intention of the millennial generation to buy certain products is tested based on eight variables, including trust, price, promotion, time, risk, ease of use, and quality of information. On the basis of the analysis results, the variables trust, price, promotion, time, risk, ease of use, and quality of information together have an effect on the Purchase Intention of the millennial generation.

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