




“From Boomers to Millennials: unraveling the complexities of online shopping behavior in Indonesia”

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FROM BOOMERS TO MILLENNIALS: UNRAVELING THE COMPLEXITIES OF ONLINE SHOPPING BEHAVIOR IN INDONESIA

Abstract

This study examines the intricate dynamics of utilitarian browsing, hedonic browsing, electronic word of mouth (e-WOM), e-satisfaction, and e-loyalty across three generational cohorts – Millennials, Gen X, and Baby Boomers – in Indonesian online marketplaces. The research addresses the need to understand how different age groups engage with online platforms amidst technological advancements and emerging generational cohorts. A quantitative approach is employed to systematically investigate these phenomena. Data from a structured online survey of 962 respondents are analyzed using descriptive statistics, ANOVA, and correlation analysis. The majority of respondents (50.5%) belong to the Millennial generation, followed by Generation X (31.2%) and Baby Boomers (16.2%). The findings reveal significant differences in utilitarian browsing ($F = 11.222, p < 0.001$), hedonic browsing ($F = 6.338, p = 0.002$), e-WOM ($F = 3.488, p = 0.031$), e-satisfaction ($F = 6.239, p = 0.002$), and e-loyalty ($F = 9.298, p < 0.001$) across different generational groups. Notably, Millennials and Gen X exhibit higher levels of utilitarian and hedonic browsing, e-satisfaction, and e-loyalty compared to Baby Boomers, while e-WOM engagement remains consistent across all cohorts. These findings provide valuable insights for businesses operating in the Indonesian online marketplace, guiding targeted marketing strategies, enhancing user experiences, and fostering customer loyalty. The research emphasizes the importance of aligning marketing approaches with the distinct preferences and behaviors of different generational segments. Furthermore, it suggests avenues for future research, including exploring additional demographic variables and conducting longitudinal studies to track evolving consumer dynamics.

Keywords

utilitarian browsing, hedonic browsing, electronic word-of-mouth (e-WOM), e-satisfaction, e-loyalty, online marketplaces, ANOVA

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INTRODUCTION

Consumer behavior in online marketplaces is a critical aspect of modern business operations, particularly in the context of Indonesia's rapidly growing e-commerce sector. This study focuses on examining the dynamics of utilitarian browsing, hedonic browsing, electronic word of mouth (e-WOM), e-satisfaction, and e-loyalty across three generational cohorts – Millennials, Gen X, and Baby Boomers – within Indonesian online marketplaces.

Understanding how different age groups interact with online platforms is crucial for businesses seeking to tailor their marketing strategies and enhance user experiences. By investigating utilitarian and hedonic motivations, e-WOM dynamics, satisfaction levels, and loyalty behaviors across generational cohorts, this study aims to fill a significant gap in the existing research and provide actionable insights for businesses operating in Indonesia's dynamic e-commerce landscape.

This research seeks to contribute to the understanding of consumer behavior in Indonesian online marketplaces by exploring how it varies across different generational cohorts. By identifying trends and patterns in consumer behavior, businesses can make informed decisions to better serve their customers and drive success in the competitive e-commerce market.

1. LITERATURE REVIEW

In today's competitive online marketplace, understanding consumer behavior across different age groups is crucial, especially with technological advancements shaping preferences. This study explores utilitarian browsing, hedonic browsing, e-WOM, e-satisfaction, and e-loyalty among Millennials, Gen X, and Baby Boomers in Indonesian online marketplaces. It addresses a research gap by systematically analyzing these factors across different age groups in the Indonesian context, which has not been extensively studied. As Indonesia's e-commerce sector evolves rapidly, this study provides insights for businesses, offering a deeper understanding of consumer behavior across demographics and paving the way for future research in this field.

Fred Davis's Technology Acceptance Model (TAM), established in the 1980s, provides a fundamental framework for comprehending the influence of utilitarian browsing on online consumer behavior. TAM posits that users' acceptance and usage of technology are determined by their perceptions of its usefulness and ease of use, implying that users engage in task-oriented online activities because they perceive them as efficient tools for achieving their goals. Various studies, including those by Chen and Chi (2021), Giao et al. (2020), Kim (2021), Kolesova and Singh (2019), Lamis et al. (2022), Nayak et al. (2022), Nguyen et al. (2020), Roos and Kazemi (2022), explore utilitarian browsing's nuances across different contexts such as online grocery shopping, impulse buying, e-loyalty mediation, and the interplay between personality traits and online shopping frequency. These investigations underscore the universal relevance of utilitarian browsing in shaping consumer interactions with digital platforms.

Hedonic browsing, a crucial aspect of online consumer behavior focused on seeking enjoyment and emotional fulfillment during online

shopping, has garnered attention from scholars such as Kolesova and Singh (2019), Lamis et al. (2022), Giao et al. (2020), and Roos and Kazemi (2022) who investigate its impact on cognitive states, impulsive buying behaviors, e-loyalty, and its interaction with personality traits. Additionally, Sachdev and Sauber (2023), Pasaribuet al. (2022), Quan et al. (2020), and Suthianto (2023) explore how hedonic values influence trust, loyalty, and satisfaction in diverse contexts, leveraging the Expectancy Disconfirmation Model (EDM) to understand hedonic browsing in online consumer behavior. The EDM posits that satisfaction arises when users' expectations for emotional gratification during online shopping are met or exceeded, leading to positive disconfirmation and enhanced satisfaction. It encompasses expectation formation, disconfirmation, and behavioral outcomes. When users derive enjoyment and pleasure from hedonic browsing, and their expectations are met or exceeded, it leads to positive disconfirmation and favorable behavioral outcomes like trust and loyalty.

The social influence theory provides a framework to understand the dynamics of electronic word of mouth (e-WOM) within Indonesian online marketplaces. e-WOM serves as a potent social cue influencing purchasing decisions based on shared online opinions and experiences, highlighting the importance of social identity and group membership. Influencers and opinion leaders play a crucial role in driving e-WOM propagation, leveraging their social capital to sway followers' opinions and enhance brand visibility and credibility. By understanding social influence mechanisms, businesses can effectively utilize e-WOM to enhance engagement and brand perception. The studies by Giao et al. (2020) and Quan et al. (2020) reveal e-WOM's mediating role in connecting website quality, e-loyalty, and brand perception, emphasizing the amplified impact of positive e-WOM on shaping brand awareness and loyalty. Furthermore,

research by Acosta Morey et al. (2023) underscores the foundational role of service quality in shaping both e-loyalty and e-WOM, while other studies further elucidate the intricate dynamics shaping the e-WOM landscape and its implications for online consumer behavior (Fernandes & Barfknecht, 2020).

Theoretical underpinnings of e-satisfaction draw from expectancy-disconfirmation theory, technology acceptance model, social exchange theory, and service-dominant logic, elucidating how website quality, service quality, and social interactions impact user satisfaction in online marketplaces, informing strategies for bolstering user loyalty. The studies in Vietnam and Indonesia reveal the mediating role of e-satisfaction between website quality and e-loyalty, with Giao et al. (2020) emphasizing well-designed websites' influence on loyalty via enhanced satisfaction and trust in Vietnam's e-commerce landscape. In Indonesia, Suthianto (2023) and Chandra and Tan (2022) explore determinants of e-satisfaction, highlighting the influence of perceived quality, brand association, and e-brand experience on satisfaction and loyalty. Additionally, Quan et al. (2020) and Hu et al. (2022) demonstrate e-satisfaction's mediation between website brand equity, logistics services, and consumer loyalty, indicating its pivotal role in shaping consumer behavior and loyalty in the online retail sector.

The theoretical framework of e-loyalty, synthesized by integrating various consumer behavior theories, including the expectancy-disconfirmation theory, technology acceptance model, social exchange theory, and service-dominant logic, elucidates the factors influencing and outcomes of customer loyalty in online marketplaces. Chandra and Tan (2022), Suthianto (2023), Quan et al. (2020), and Hu et al. (2022) underscore the mediating role of various factors like website quality, e-satisfaction, e-trust, brand associations, web entertainment, brand equity, e-brand experience, and logistics services in fostering e-loyalty. It emphasizes the complex interplay among antecedents such as website quality, service perceptions, and logistics, providing guidance for businesses to enhance customer experiences and build e-loyalty through effective marketing strategies.

The state of the art in online consumer behavior research encompasses utilitarian/hedonic browsing, e-WOM, e-satisfaction, and e-loyalty, explored through frameworks like TAM and EDM. However, notable research gaps exist, including lack of systematic analysis across generational cohorts in emerging e-commerce markets like Indonesia, need for empirical research on nuances within cultural contexts, and exploration of social influence mechanisms shaping e-WOM dynamics. Addressing these gaps can provide valuable insights for businesses in online marketplaces, aiding understanding of consumer behavior and informing strategic decision-making.

The exploration of utilitarian browsing behavior is vital within online marketplaces, where consumers often navigate platforms with specific functional goals. Several studies have shed light on the factors influencing utilitarian browsing behavior, particularly within the Indonesian e-commerce landscape. Moore et al. (2022) investigated the accessibility of essential products, such as misoprostol, via online marketplaces in Indonesia, revealing a significant presence of sellers offering the drug despite strict regulations, highlighting the utilitarian nature of online procurement channels, especially during the Covid-19 pandemic. Marjerison et al. (2022) delved into the acceptance of chatbots in online shopping in China, finding that utilitarian factors positively influence users' attitudes towards such technologies, a finding applicable to Indonesian consumers as well. In Thailand, Hiranrithikorn and Banjongprasert (2022) uncovered a positive association between website attributes and utilitarian motivations among consumers, emphasizing how functional considerations drive impulse buying decisions online. Additionally, Wandoko et al. (2023) suggested that utilitarian factors significantly influence e-satisfaction and ultimately e-loyalty among food delivery application (FDA) users in Indonesia. Lastly, Kim (2021) highlighted higher utilitarian motives among South Korean consumers using mobile grocery shopping applications compared to non-users, showcasing the functional appeal of such apps. These studies collectively underscore the significance of utilitarian browsing behavior in driving on-

line shopping decisions, emphasizing the importance of functional considerations, platform features, and product accessibility within Indonesian online marketplaces.

Hedonic browsing, another crucial aspect of online consumer behavior, has garnered significant attention in recent literature. Purwanto and Kuswandi (2017) provided insights into the effects of flexibility and interactivity on perceived value and satisfaction in Indonesian e-commerce users, emphasizing the multifaceted nature of hedonic browsing and its impact on user satisfaction. Hiranrithikorn and Banjongprasert (2022) revealed a positive association between website attributes and motivation factors, with utilitarian and hedonic motivations mediating the relationship between website attributes and online impulse buying. Moreover, Wandoko et al. (2023) and Li et al. (2023) underscored the importance of hedonic elements in shaping consumer perceptions and behaviors within the online food delivery domain. The literature on hedonic browsing offers valuable insights into its multifaceted nature and its implications for consumer behavior within the online marketplace, contributing to a deeper understanding of hedonic browsing dynamics.

Electronic word of mouth (e-WOM) plays a pivotal role in shaping consumer perceptions and behaviors within the realm of online shopping. Rachbini et al. (2021) explored the impact of electronic service quality and e-WOM on repurchase intention in the context of Indonesian e-commerce, uncovering the positive influences of service quality dimensions on e-WOM construction and repurchase intention. Hiranrithikorn and Banjongprasert (2022) highlighted the importance of e-WOM in driving consumer behavior, while Alhanatleh (2021) revealed its significant role in fostering trust and satisfaction, crucial for developing e-loyalty in the banking sector. These studies highlight the multifaceted nature of e-WOM and its implications for consumer behavior and loyalty development within various contexts, including e-commerce, online impulse buying, and electronic banking services.

E-satisfaction, representing customers' contentment and fulfillment with their online shopping

experiences, is crucial for cultivating customer loyalty and enhancing overall satisfaction. Purwanto and Kuswandi (2017) emphasized the importance of user-centric design and interactive features in fostering e-satisfaction among Indonesian online consumers. Wandoko et al. (2023) highlighted the significance of user experience and satisfaction in driving e-loyalty within the food delivery industry. Lastly, Doghan and Albarq (2022) underscored the pivotal role of e-satisfaction as a mediator between shopping values and e-loyalty among Jordanian online consumers. These studies underscore the complex interplay of factors influencing e-satisfaction within the context of electronic commerce, providing valuable insights for businesses aiming to enhance customer satisfaction and loyalty in online marketplaces.

The Technology Acceptance Model (TAM) provides a foundational framework for understanding users' acceptance and adoption of technology. Kurniawan et al. (2024) applied TAM in their study on online food delivery (OFD) service users in Indonesia post-COVID-19, identifying the factors influencing OFD satisfaction and continuance intention. Santiago et al. (2024) explored customer attitudes toward the adoption of robotics, artificial intelligence, and service automation (RAISA) in restaurants using TAM, revealing factors influencing RAISA adoption. Schultz and Kumar (2024) and Masnar et al. (2023) integrated TAM with consumption value theory to understand augmented reality (AR) marketing, highlighting dimensions influencing AR usage.

The Expectancy Disconfirmation Model (EDM) is another valuable framework, particularly in assessing citizen satisfaction with public services. Wang and Fan (2022) extended the EDM's applicability to rural China, revealing significant relationships between citizen expectations and satisfaction with rural public services. Chatterjee (2019) emphasized the importance of managing citizen expectations aligned with service delivery to enhance public service satisfaction.

Social Influence Theory (SIT) offers insights into how social factors shape individuals' behav-

iors and decisions. Andonopoulos et al. (2023) examined the impact of social media influencers' authenticity on consumer behavior, revealing the persuasive power of authentic influencers. Oyibo (2024) proposed the ComTech taxonomy, integrating communication design and persuasive design within SIT. Miah et al. (2022) explored the influence of social media on online shopping behavior, highlighting the role of social influence in shaping consumer decisions.

Service-Dominant Logic (SDL) represents a paradigm shift in marketing, emphasizing collaboration and value co-creation. Zalyus et al. (2020) found that Agro Tawon Wisata Petik Madu effectively implemented SDL perspectives in its marketing strategies, prioritizing customer involvement in value creation. Lusch and Nambisan (2015) proposed a tripartite framework for service innovation grounded in SDL, emphasizing resource integration and digitally enabled service innovation.

This study aims to integrate theoretical frameworks to provide a comprehensive understanding of the complex interplay between utilitarian browsing, hedonic browsing, e-WOM, e-satisfaction, and e-loyalty across different generational cohorts within Indonesian online marketplaces.

After reviewing existing literature, it formulates specific hypotheses exploring how generational differences impact various aspects of online consumer behavior, such as e-commerce interactions:

H₁: There are significant differences in utilitarian browsing behavior among Millennials, Gen X, and Baby Boomers in Indonesian online marketplaces.

H₂: Hedonic browsing behavior significantly varies across Millennials, Gen X, and Baby Boomers in Indonesian online marketplaces.

H₃: The influence of electronic word-of-mouth (e-WOM) on e-satisfaction differs significantly among Millennials, Gen X, and Baby Boomers in Indonesian online marketplaces.

H₄: E-satisfaction levels significantly differ across generational cohorts (Millennials, Gen X, Baby Boomers) in Indonesian online marketplaces.

H₅: E-loyalty significantly varies among Millennials, Gen X, and Baby Boomers in Indonesian online marketplaces.

2. METHODOLOGY

A rigorously tested survey instrument was developed to accurately measure these constructs. Through purposive sampling, 962 active online shoppers were selected as respondents. After pre-testing, the survey covering demographics and key variables was administered.

Statistical analyses like ANOVA identified differences across generations, while correlation examined variable relationships. The goal is to provide insights for businesses in Indonesia's e-commerce landscape by understanding consumer behavior patterns and preferences. A comparative analysis across Millennials, Gen X, and Baby Boomers further informs strategic decision-making. The systematic methodology ensures reliable data collection and robust analysis, leading to valuable findings for enhancing customer experiences and fostering e-loyalty in this emerging market.

Table 1 provides a detailed overview of participant demographics, including gender, age, education, location, income, and online shopping habits. The data show that 42.2% of respondents are male and 57.8% are female, with the majority belonging to the Millennial generation (50.5%), followed by Generation X (31.2%) and Baby Boomers (16.2%). Educational backgrounds vary, with 37.0% holding a Bachelor's degree and 43.9% pursuing postgraduate studies. Most respondents (79.7%) reside in the Greater Jakarta Area, and income levels range widely, with 31.6% earning over 10 million IDR. Online shopping frequency also varies, with 34.2% shopping once a month, 25.4% twice a month, and 20.4% three times a month, among others. This table provides a comprehensive snapshot of participant demographics and online shopping behaviors.

Table 1. Respondent demographics

Source: Data analysis results.

Demographics	Frequency	Percent
Gender		
Male	406	42.2
Female	556	57.8
Age		
< 20 years	20	2.1
20-39 years (Millennials)	486	50.5
40-54 years (Gen X)	300	31.2
55-74 years (Baby Boomer)	156	16.2
Highest education attained		
High school or equivalent	144	15.0
Diploma	40	4.2
Bachelor's degree (S1)	356	37.0
Postgraduate (S2/S3)	422	43.9
Residence		
Greater Jakarta Area	767	79.7
West Java and Banten	89	9.3
Central Java and Yogyakarta	30	3.1
East Java	23	2.4
Other	53	5.5
Monthly income		
< 2.5 million IDR	154	16.0
≥ 2.5 million - 5 million IDR	208	21.6
> 5 million - 7.5 million IDR	168	17.5
> 7.5 million - 10 million IDR	128	13.3
> 10 million IDR	304	31.6
Most visited websites		
Shopee	403	41.9
Tokopedia	258	26.8
BukaLapak	75	7.8
Lazada	100	10.4
Blibli	16	1.7
Others	110	11.4
Average monthly online shopping spending		
< 500 thousand IDR	522	54.3
≥ 500 thousand - 1 million IDR	289	30.0
> 1 million - 2.5 million IDR	95	9.9
> 2.5 million - 5 million IDR	38	4.0
> 5 million IDR	18	1.9
Frequency of online shopping per month		
1 time	329	34.2
2 times	244	25.4
3 times	196	20.4
4 times	57	5.9
5 times	47	4.9
More than 5 times	89	9.3

3. RESULTS

Outer loadings of observed variables categorized under latent constructs like hedonic browsing, utilitarian browsing, e-loyalty, e-satisfaction, and e-WOM are displayed in Table 2. Items such as facilitating

online chatting (HDB1) and ensuring secure transactions (HDB3) exhibit significant outer loadings within the hedonic browsing construct, indicating strong associations. Similarly, within e-loyalty, items like expressing encouragement for platform use (LOY1) and recommending it to others (LOY2) show high loadings. In the e-satisfaction construct, maintaining long-term relationships (SAT2) and expressing commitment (SAT3) also have notable loadings. These results demonstrate the strength of relationships between observed variables and latent constructs, offering insights into the measurement model's effectiveness in capturing intended constructs within the study.

Table 2 presents the composite reliability values for different latent constructs, providing the insights into the internal consistency of the measurement models. Notably, hedonic browsing exhibits a high reliability of 0.905, indicating strong consistency in measuring variables related to the enjoyment aspect of online shopping. Utilitarian browsing shows even greater reliability, scoring 0.919 and suggesting robust internal consistency in variables associated with the utilitarian aspects of online shopping. The e-loyalty construct achieves a highly reliable score of 0.929, indicating consistent measurements in capturing variables related to customer loyalty. Similarly, e-satisfaction obtains a high reliability score of 0.916, signifying the reliability of the measurement model for variables associated with customer satisfaction. Additionally, the e-WOM construct, representing electronic word of mouth, demonstrates a high composite reliability of 0.926, indicating the reliability of the measurement model in capturing variables related to online consumer recommendations and opinions. Overall, these findings affirm the strength and reliability of the measurement models for the examined constructs.

The analysis of variance (ANOVA) conducted on the dataset, as presented in Table 3, sheds light on the variability of different variables across groups. For utilitarian browsing, the ANOVA results reveal a statistically significant difference between groups ($F = 11.222, p < 0.001$). Likewise, for hedonic browsing, a significant difference between groups is observed ($F = 6.338, p = 0.002$). Moreover, significant differences between groups are evident for the variables e-WOM, e-satisfaction, and e-loyalty, as indicated by their respective F-values and p-values (e-WOM: $F = 3.488, p$

Table 2. Validity and reliability testing results

Questionnaire	Variables	Composite Reliability	Outer Loadings
HDB1: Online shopping platforms facilitate online chatting (Novak et al., 2000)	Hedonic browsing	0.905	0.667
HDB2: Protecting the provided personal information (Gefen et al., 2003)			0.783
HDB3: Online shopping platforms ensure secure transactions (Gefen et al., 2003)			0.846
HDB4: Online shopping platforms guarantee confidentiality (Gefen et al., 2003)			0.837
HDB5: Online shopping platforms simplify product searches (Childers et al., 2001)			0.782
HDB6: Overall, transactions on this e-commerce platform are very easy (Gefen et al., 2003)			0.774
LOY1: I encourage others to use this online shopping platform (Oliver, 1999)	E-loyalty	0.919	0.895
LOY2: I recommend this online shopping platform to others (Oliver, 1999)			0.915
LOY3: I speak positively about this online shopping platform to others (Oliver, 1999)			0.874
LOY4: I consider this online shopping platform my first choice in the future. (Oliver, 1999)			0.817
SAT1: I am very satisfied with the e-commerce platform where I last shopped. (Szymanski & Hise, 2000)	E-satisfaction	0.929	0.839
SAT2: I aim to maintain a long-term relationship with this online shopping platform (Szymanski & Hise, 2000)			0.918
SAT3: I am highly committed to my relationship with this online shopping platform (Szymanski & Hise, 2000)			0.896
UTB1: Online shopping platforms are highly enjoyable (Childers et al., 2001)	Utilitarian browsing	0.916	0.818
UTB2: Online shopping platforms are extremely comfortable (Childers et al., 2001)			0.828
UTB3: Online shopping platforms have a professional design (color, font size, graphics, animations) (Childers et al., 2001)			0.856
UTB4: Online shopping platforms feature a creative design (Childers et al., 2001)			0.846
UTB5: Overall, online shopping platforms have visually appealing designs (Childers et al., 2001)			0.817
WOM1: I share consumer experiences on social media after transactions on this online shopping platform (Kim & Ko, 2012)	e-WOM	0.926	0.871
WOM2: When I receive valuable information on social media about products or services, I share it (Kim & Ko, 2012)			0.906
WOM3: When I receive information on social media about this online shopping platform, I express my opinions (Kim & Ko, 2012)			0.915

= 0.031; e-satisfaction: $F = 6.239, p = 0.002$; e-loyalty: $F = 9.298, p < 0.001$).

The ANOVA results show significant differences in utilitarian browsing ($F = 11.222, p < 0.001$), he-

donic browsing ($F = 6.338, p = 0.002$), e-WOM ($F = 3.488, p = 0.031$), e-satisfaction ($F = 6.239, p = 0.002$), and e-loyalty ($F = 9.298, p < 0.001$) across different generational groups. Post hoc tests such as Tukey's HSD can offer insights into specific

Table 3. ANOVA

Variables	Sum of squares	df	Mean square	F	Sig.	
Utilitarian browsing	Between groups	9.813	2	4.906	11.222	0.000
	Within groups	419.282	959	0.437		
	Total	429.095	961			
Hedonic browsing	Between groups	5.511	2	2.755	6.338	0.002
	Within groups	416.925	959	0.435		
	Total	422.436	961			
e-WOM	Between groups	6.168	2	3.084	3.488	0.031
	Within groups	847.999	959	0.884		
	Total	854.167	961			
e-satisfaction	Between groups	7.406	2	3.703	6.239	0.002
	Within groups	569.153	959	0.593		
	Total	576.559	961			
e-loyalty	Between groups	12.513	2	6.256	9.298	0.000
	Within groups	645.285	959	0.673		
	Total	657.797	961			

group differences. For utilitarian browsing, significant differences are found between Millennials and Baby Boomers, as well as between Gen X and Baby Boomers, with Baby Boomers scoring lower. Similarly, for hedonic browsing, significant differences exist between Baby Boomers and both Millennials and Gen X, with Baby Boomers scoring lower. However, no significant differences are observed between Millennials and Gen X for either browsing behavior. Regarding e-WOM, no significant differences are found among generations. For e-satisfaction, Baby Boomers score lower than Millennials and Gen X, while no difference is observed between Millennials and Gen X. Finally, significant differences in e-loyalty are found between Baby Boomers and Millennials, with Baby Boomers showing lower loyalty, while no significant difference is found between Gen X and either Baby Boomers or Millennials. These findings provide valuable insights into the nuanced online shopping behavior across generations.

The findings from the analysis of variance (ANOVA) and follow-up post hoc tests provided in Table 4 hold significant managerial implications for online marketplaces functioning within the Indonesian market. Gaining insights into the variations in browsing patterns, engagement with electronic word-of-mouth, levels of satisfaction, and loyalty across diverse generational segments enables marketers to customize their approaches, ensuring they align with the specific preferences and requirements of their customer base.

The analysis of variance (ANOVA) results and subsequent post hoc tests offer important managerial implications for online marketplaces operating in Indonesia. Understanding the differences in browsing behavior, electronic word-of-mouth engagement, satisfaction levels, and loyalty among different generational groups can help marketers tailor their strategies to better meet the needs and preferences of their target audience.

Table 4. Multiple comparisons, Tukey’s HSD

Dependent variable	(I) Generation	(J) Generation	Mean difference (I–J)	Std. error	Sig.
Utilitarian browsing	Millenials	Gen X	–0.02946	0.04818	0.814
		Baby Boomers	.26075*	0.06055	0.000
	Gen X	Millenials	0.02946	0.04818	0.814
		Baby Boomers	.29021*	0.06527	0.000
	Baby Boomers	Millenials	–.26075*	0.06055	0.000
		Gen X	–.29021*	0.06527	0.000
Hedonic browsing	Millenials	Gen X	–0.03801	0.04805	0.709
		Baby Boomers	.18605*	0.06038	0.006
	Gen X	Millenials	0.03801	0.04805	0.709
		Baby Boomers	.22406*	0.06508	0.002
	Baby Boomers	Millenials	–.18605*	0.06038	0.006
		Gen X	–.22406*	0.06508	0.002
e-WOM	Millenials	Gen X	0.15975	0.06852	0.052
		Baby Boomers	0.16154	0.08612	0.146
	Gen X	Millenials	–0.15975	0.06852	0.052
		Baby Boomers	0.00179	0.09282	1.000
	Baby Boomers	Millenials	–0.16154	0.08612	0.146
		Gen X	–0.00179	0.09282	1.000
e-satisfaction	Millenials	Gen X	0.01000	0.05614	0.983
		Baby Boomers	.24145*	0.07055	0.002
	Gen X	Millenials	–0.01000	0.05614	0.983
		Baby Boomers	.23145*	0.07604	0.007
	Baby Boomers	Millenials	–.24145*	0.07055	0.002
		Gen X	–.23145*	0.07604	0.007
e-loyalty	Millenials	Gen X	.15151*	0.05977	0.031
		Baby Boomers	.30670*	0.07512	0.000
	Gen X	Millenials	–.15151*	0.05977	0.031
		Baby Boomers	0.15519	0.08097	0.135
	Baby Boomers	Millenials	–.30670*	0.07512	0.000
		Gen X	–0.15519	0.08097	0.135

Note: *The mean difference is significant at the 0.05 level.

The significant differences observed in utilitarian browsing behavior across generations suggest that marketers should adopt a segmented approach in designing and promoting utilitarian features of their online platforms. While Millennials and Gen X may exhibit similar preferences in this regard, Baby Boomers seem to have distinct browsing patterns. Therefore, online marketplaces could customize their user interface, search functionalities, and product recommendations to better align with the browsing habits of Baby Boomers.

The variations in hedonic browsing behavior highlight the importance of offering a diverse range of engaging and entertaining content on online marketplaces, especially for Baby Boomers through personalized content and interactive features. The consistent level of engagement with electronic word-of-mouth across generations implies that online marketplaces should prioritize building and managing their online reputation by encouraging user-generated content, facilitating customer reviews and ratings, and actively responding to feedback to foster trust and credibility among all generational cohorts, thereby influencing their purchase decisions positively.

The discrepancies in satisfaction levels across generations underscore the importance of delivering exceptional online shopping experiences, par-

ticularly for older consumers like Baby Boomers, by improving website usability, product quality, customer service, and post-purchase support to enhance overall satisfaction. The differences in e-loyalty among generational groups highlight the need for online marketplaces to implement targeted retention strategies like incentivizing repeat purchases, offering exclusive promotions, and providing personalized recommendations to help strengthen loyalty among all generations, especially less loyal segments like Baby Boomers. By leveraging these insights gained from ANOVA and post hoc analyses, online marketplaces in Indonesia can refine their marketing strategies, enhance user experiences, and foster stronger relationships with customers across different generational segments, ultimately driving growth and competitiveness in the digital marketplace.

The correlation analysis presented in Table 5 explores the relationships between different variables across different generations. The Pearson correlation coefficient (*r*) measures the strength and direction of the linear relationship between two variables, while the significance level (Sig.) indicates whether the observed correlation is statistically significant.

The correlation analysis reveals significant positive relationships between browsing behavior

Table 5. Correlations

Generation	Variables	Values	e-satisfaction	e-loyalty
Millenials	Utilitarian browsing	Pearson correlation	.645**	.516**
		Sig. (2-tailed)	0.000	0.000
	Hedonic browsing	Pearson correlation	.665**	.536**
		Sig. (2-tailed)	0.000	0.000
	e-WOM	Pearson correlation	.328**	.539**
		Sig. (2-tailed)	0.000	0.000
Gen X	Utilitarian browsing	Pearson correlation	.607**	.470**
		Sig. (2-tailed)	0.000	0.000
	Hedonic browsing	Pearson correlation	.635**	.420**
		Sig. (2-tailed)	0.000	0.000
	e-WOM	Pearson correlation	.543**	.690**
		Sig. (2-tailed)	0.000	0.000
Baby Boomers	Utilitarian browsing	Pearson correlation	.654**	.607**
		Sig. (2-tailed)	0.000	0.000
	Hedonic browsing	Pearson correlation	.669**	.584**
		Sig. (2-tailed)	0.000	0.000
	e-WOM	Pearson correlation	.619**	.696**
		Sig. (2-tailed)	0.000	0.000

Note: **Correlation is significant at the 0.01 level (2-tailed).

(utilitarian and hedonic), e-WOM, e-satisfaction, and e-loyalty across different generations, highlighting their importance in understanding consumer behavior in the digital age. For Millennials, strong positive correlations exist between utilitarian browsing and both e-satisfaction ($r = 0.645$, $p < 0.01$) and e-loyalty ($r = 0.516$, $p < 0.01$), as well as between hedonic browsing and e-satisfaction ($r = 0.665$, $p < 0.01$) and e-loyalty ($r = 0.536$, $p < 0.01$). Among Generation X, utilitarian browsing correlates strongly with e-satisfaction ($r = 0.607$, $p < 0.01$) and e-loyalty ($r = 0.470$, $p < 0.01$), while hedonic browsing shows a strong positive correlation with e-satisfaction ($r = 0.635$, $p < 0.01$) and a moderate one with e-loyalty ($r = 0.420$, $p < 0.01$). For Baby Boomers, utilitarian browsing correlates strongly with both e-satisfaction ($r = 0.654$, $p < 0.01$) and e-loyalty ($r = 0.607$, $p < 0.01$), as does hedonic browsing with e-satisfaction ($r = 0.669$, $p < 0.01$) and moderately with e-loyalty ($r = 0.584$, $p < 0.01$). Additionally, e-WOM shows strong positive correlations with both e-satisfaction and e-loyalty across all generations. These findings provide crucial insights for online marketplaces in Indonesia, emphasizing the importance of aligning marketing strategies with generational preferences to enhance customer satisfaction and loyalty.

4. DISCUSSION

The results of the hypotheses tests, based on theories such as the Technology Acceptance Model (TAM), Expectancy Disconfirmation Model (EDM), social influence theory, and service-dominant logic, provide valuable insights into the nuances of online consumer behavior across different generational cohorts within Indonesian online marketplaces.

The significant differences observed in utilitarian browsing behavior across generations align with the principles of the Technology Acceptance Model (TAM). According to TAM, users' acceptance and usage of technology are influenced by their perceptions of usefulness and ease of use. Millennials and Gen X who are more accustomed to technology demonstrate higher utilitarian browsing scores compared to Baby Boomers. This suggests that online marketplaces should adopt a segmented approach

in designing and promoting utilitarian features to cater to the distinct browsing patterns of different generational cohorts (Bilgihan, 2016; Sharma et al., 2024).

Similarly, variations in hedonic browsing behavior underscore the importance of offering diverse and engaging content on online platforms. The findings align with the principles of service-dominant logic, which emphasizes value co-creation and customer involvement. Marketers may need to explore innovative ways to capture the attention of Baby Boomers who engage less in hedonic browsing compared to younger generations, perhaps through personalized content recommendations or interactive features (Nichols, 2019; Taken Smith, 2012; Whitley, 2016).

The consistent level of engagement with electronic word-of-mouth (e-WOM) across generations highlights the importance of building and managing online reputation, as emphasized by social influence theory. Encouraging user-generated content and actively responding to feedback can foster trust and credibility among all generational cohorts, influencing their purchase decisions positively. Discrepancies in satisfaction levels across generations suggest opportunities for improvement in online shopping experiences, particularly for older consumers. Service-dominant logic emphasizes the importance of delivering exceptional service experiences, which aligns with the need to focus on improving website usability, product quality, customer service, and post-purchase support to enhance overall satisfaction, especially among Baby Boomers.

Differences in e-loyalty among generational groups underscore the need for targeted retention strategies, in line with Social Exchange Theory. While Millennials demonstrate higher loyalty to online platforms, Baby Boomers appear to be less loyal (Bilgihan, 2016; Li et al., 2022). Implementing strategies such as incentivizing repeat purchases and offering personalized recommendations could help strengthen loyalty among all generations.

By leveraging these insights, online marketplaces in Indonesia can refine their marketing strategies, enhance user experiences, and foster

stronger relationships with customers across different generational segments, ultimately driving growth and competitiveness in the digital marketplace. The hypotheses testing results reveal significant positive relationships between browsing behavior (utilitarian and hedonic), e-WOM, e-satisfaction, and e-loyalty across different generational cohorts in Indonesian online marketplaces. These findings provide valuable insights into consumer behavior in the digital age, resonating with theoretical frameworks such as the Technology Acceptance Model (TAM), Expectancy Disconfirmation Model (EDM), social influence theory, and service-dominant logic. Utilitarian and hedonic browsing behaviors correlate positively with e-satisfaction and e-loyalty across all generational groups, aligning with TAM's principles of perceived usefulness and ease of use. The correlations also support the EDM's notion of satisfaction arising from meeting or surpassing users' expectations. Furthermore, the strong correlations between e-WOM, e-satisfaction, and e-loyalty underscore the influence of social interactions and group dynamics on consumer behavior, in line with social influence theory (Al-Okaily, 2023; Putri

& Lestari, 2024). Additionally, the observed correlations resonate with service-dominant logic's emphasis on value co-creation, highlighting the role of online marketplaces in delivering value-driven experiences to users. Overall, these findings offer actionable insights for marketers to tailor their strategies and offerings to meet the diverse needs and preferences of their target audience, ultimately enhancing customer satisfaction and loyalty in the digital marketplace.

Future research endeavors could delve deeper into understanding the underlying factors driving variations in online shopping behavior across different generations. Exploring additional demographic variables, cultural influences, and technological trends could provide further insights into consumer preferences and behaviors. Additionally, longitudinal studies tracking changes in online shopping habits over time could offer valuable perspectives on evolving consumer dynamics in the digital age. Such research initiatives would contribute to a more comprehensive understanding of consumer behavior in online marketplaces and inform strategic decision-making processes for marketers.

CONCLUSION

This study aims to analyze the intricate dynamics of utilitarian browsing, hedonic browsing, electronic word of mouth (e-WOM), e-satisfaction, and e-loyalty across three generational cohorts in Indonesian online marketplaces. The analysis of variance (ANOVA) conducted on the dataset provided significant insights into the variability of different variables across generational groups. Utilitarian browsing and hedonic browsing both showed statistically significant differences between groups, as did e-WOM, e-satisfaction, and e-loyalty.

The ANOVA results indicated that utilitarian browsing significantly differed across generations ($F = 11.222$, $p < 0.001$), with Millennials scoring the highest. Similarly, hedonic browsing also varied significantly ($F = 6.338$, $p = 0.002$), with Baby Boomers scoring lower than Millennials and Gen X. E-WOM engagement showed significant differences ($F = 3.488$, $p = 0.031$), particularly between Baby Boomers and the other cohorts. E-satisfaction ($F = 6.239$, $p = 0.002$) and e-loyalty ($F = 9.298$, $p < 0.001$) also demonstrated significant differences across the generational groups, with Baby Boomers generally showing lower levels than Millennials and Gen X.

The findings from the ANOVA and post hoc analyses hold significant managerial implications for online marketplaces in Indonesia. Understanding the differences in browsing behavior, satisfaction levels, and loyalty among different generational groups is crucial for tailoring marketing strategies to meet the diverse needs and preferences of customers. By leveraging these insights, marketers can optimize user experiences, enhance customer satisfaction, and foster long-term loyalty, ultimately driving growth and competitiveness in the digital marketplace.

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