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Behavioural Differences of Generation Y and Z Groups in Online Shopping

Mutia Tri Satya[1] & Abdul Fidayan[2]

[1] Sekolah Tinggi Ilmu Ekonomi (STIE) Ekuitas, Bandung, Indonesia

[2]Universitas Sangga Buana YPKP, Bandung, Indonesia

Email: mutia.satya@gmail.com

Abstract

The advancement of the internet and technology has helped to shift offline establishments to online, resulting in an increase in online shopping. Age has been demonstrated to influence users' acceptance of online buying and consumers' propensity to shop. This study investigates consumer purchase motivations, with an emphasis on utilitarian and hedonistic impulses, particularly among Generation Y and Z customers. The study employed Logistic Regression models to evaluate online shopping behaviour and determine the key elements influencing purchasing decisions. The study collected data using Google Forms, with 212 respondents. The results showed that Gen Y consumers have utilitarian motive behaviour with the characteristics of full rational consideration in making purchasing decisions on quality, service, and price, such as the ease of product information, like discount prices, and are wise in using technology, while Gen Z has hedonic motive behaviour with the characteristics of shopping for fun and entertainment, value reviews and ratings, very high dependence on technology, speed and convenience. The internet is widely used for shopping, with fashion products being the most popular online. This study focuses on the differences in buying behaviour between Generation Y and Z, highlighting the necessity of understanding customer motivations and perceived dangers when shopping online. As a result, despite certain similarities, their internet shopping habits are diverse.

Keywords: Hedonistic, Online Shopping, Shopping Behaviour, Utilitarian.

1. Introduction

Consumers now have a wide range of purchasing options thanks to technological advancements (Agrawal, 2022). Consumer purchasing and shopping tastes have evolved from offline to online stores, owing to the internet and digital technology (Dorie and Loranger, 2020). Online shopping, sometimes known as "E-Shopping," allows customers to purchase goods and services directly from sellers via websites or mobile apps. Websites for online shopping offer a diverse choice of goods and services, allowing buyers to compare costs across multiple websites and find products at a reduced cost (Com et al. 2024). The number of online shoppers has grown significantly since 2020, when the globe experienced the COVID-19 epidemic, because online shopping is more convenient and does not need customers to visit businesses in person to acquire items. Furthermore, there are no time constraints, which is a significant disadvantage of offline retailers (Sharma. 2022).

Online shopping has grown in response to the rapid advancement of information technology and e-commerce (Shetu, 2023). The majority of the products accessible in online and physical

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businesses are pretty comparable. However, buyers perceive a different purchasing experience between these two methods of shopping. People of various ages find online shopping convenient or, in certain cases, inconvenient (Jain et al., 2023). The advent of digital platforms enables consumers and organisations to perform electronic transactions in a simple and cost-effective manner (Nwobodo & Weissmann, 2024). However, there is frequently a difference in technological proficiency and knowledge between generations (Ateşgöz & Ulukan, 2023).

Tech-savvy shoppers are categorised into Gen Y and Gen Z groups born between 1981-1995 and 1996-2005 (Hall et al., 2017) while according to (Brunjes, 2019), Gen Y was born between 1981-1996 and Gen Z between 1997-2012. Age has been shown to be a determining factor in user acceptance of online shopping and consumer intention to shop (Lissitsa & Kol, 2016). That is why there are differences in the various categories of consumers in this case Gen Y and Gen Z, as well as the expectations that are expected to be different in each generation (Priporas et al., 2017). Gen Y whose members are also known as the Millennial generation, experienced traditional telecommunication technologies along with the latest technologies while Gen Z sometimes known as the post-millennial or iGeneration did not experience the pre-digital world and is more experienced with digital technologies, these two generational groups have different experiences, values, attitudes, and preferences that will significantly affect their purchasing patterns and shopping behaviour (Gurunathan & Lakshmi, 2023). The two groups also have differences in terms of utilitarian and hedonic shopping motivations, Gen Y is a very powerful consumer group, having enormous consumption potential and tremendous purchasing power, while Gen Z is an emerging consumer who has a different way of researching, considering, buying and using products (Pentecost et al., 2019).

Although Gen Y is regarded a more appealing target group for businesses because to its high hedonism, luxury, and connectedness, it is critical to direct marketing efforts towards Gen Z, who, according to research, consume more due to better money and more free time (Lissitsa and Kol, 2016). Different generations have distinct ways of using online platforms, buying habits, social media preferences, and attitudes towards online product promotion. Recognising generational disparities allows businesses to update their efforts to market and sell items via digital platforms (Bashir et al., 2020). The purpose of this study is to discover major differences in purchase behaviour and shopping intentions between Generation Y and Generation Z.

2. Literature Review

Generational Theory. (Inglehart, 2015) first suggested Generational Cohort Theory as a method for dividing populations into generational cohorts. Generational cohorts can be characterised by the year of birth, which can range from 20 to 25 years, or as long as one birth cohort is born, grows, and has children (Strauss and Howe, 1991). This study focuses on two generations: Gen Y (born between 1980 and 1994, the first generation to experience and understand the world of technology) and Gen Z (born after 1995 in the computer age). Generational experience in the context of technology growth is especially important for demonstrating potential disparities between digital immigrants (Gen X) and digital natives (Gen Y and Z) (Bassiouni & Hackley, 2014). Each client is from a new generation with distinct traits, demographics, and demands

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than previous generations, and these customers embrace technology differently due to variances in experience and age (Shams et al., 2020). These distinctions will influence the company's marketing strategy. According to cohort theory, social values and the environment impact various generations of customers' views and expectations (Strauss & Howe, 1991), and these variations evolve over time. As a result, these beliefs and expectations shape customers' behaviour and preferences when selecting the products and services they require (Dandapani et al., 2018).

Generation Y Behaviour. Gen Y, often known as the Millennial Generation or Echo Boomers, was born between 1981 and 1994 (Taylor, 2019). Gen Y is technologically savvy, open to digital communication, digitally competent, and engaged on a variety of social media platforms (Dabija & Lung, 2019). Gen Y consumers are self-assured, autonomous, and resourceful. Gen Y exhibits purchasing power by selecting things that reflect their individuality and lifestyle (Eastman & Liu, 2012). Gen Y interacts in a materialistic society, has a large social network, and follows brands within it (Zhu et al., 2019). Recent research shows that this cohort grew up amid a financially difficult recession (Pentecost et al., 2019), with lower income, fewer assets, and less wealth (Kurz et al., 2018). As a result, Gen Y has utilitarian buying motivations that place a high value on technical information and perform extensive internet research before making a purchase.

Gen Y uses online and digital platforms multiple times each day, with their typical activities including information search, work, social media/communication, academics, emailing, and amusement. Gen Y prefers online information sources such as microblogs, Facebook, YouTube, and social networking sites to traditional marketing channels (Dabija & Lung, 2019). According to Tiago and Veríssimo (2014), Gen Y values advertisement design and may be misled if it does not align with the things they receive. Another element that drives Gen Y's purchasing decisions is pricing; they seek to get the best deals and prefer to buy based on price rather than brand (Dulay et al., 2022).

Generation Z Behaviour. Gen Z (also known as "Centennials," "Generation Me," "Homeland Generation," or "iGeneration") prefers to communicate with others through media technologies rather than in person (Marques et al., 2019). Generation Z is "mobile-native" and more tech-savvy than Gen Y; they value innovation, convenience, and security (Housand, 2016). Gen Z is the first generation born and raised with extensive internet access, as well as a transition in device usage from PCs to mobile devices. Generation Z is increasingly digitally linked and has grown up with smartphones (Villanti et al., 2017). For them, technology is more than simply a tool; it is also a medium for multiple objectives (knowledge, collaboration, exchanging, and sharing). They cannot envision a future without the internet, computers, or mobile technology (Ateşgöz & Ulukan, 2023). According to (Rue, 2018), Gen Z's favourite platforms differ from prior generations, with the majority using Instagram, Snapchat, Tik Tok, and micro video sites. Generation Z continues to utilise Facebook to stay in touch with their elders, teachers, and relatives. Gen Z is a 24/7 generation that demands expert assistance from sellers even beyond regular business hours (Seemiller & Grace, 2017).

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They use a variety of online platforms and are continuously adapting to new technologies; the best method to engage with Generation Z is to provide material that is clear, fascinating, hilarious, evocative, easy, and precise (Gurunathan & Lakshmi, 2023). Gen Z employs a variety of online digital media in addition to social media platforms, such as delivery and cashless payment platforms, and they are influencing prior generations, such as Gen Y, to adopt online delivery and payment platforms (Hamstra, 2021). Gen Z has high expectations for problem addressing and solutions in online buying, as well as speedier transactions (Agrawal, 2022). According to (Dulay et al., 2022), social media is the most important factor influencing Gen Z shopping decisions; they trust endorsers and user-generated content on social media. They will conduct pre-shopping research on products before purchasing them because Gen-Z prefers a smooth and simple purchasing experience (Worldline, 2023).

Key Items of Consumer's Shopping Motives. Shopping motives influence consumer behaviour by meeting functional and internal requirements. In research (Pentecost et al., 2019), shopping motives are categorised into two categories: utilitarian and hedonic.

Utilitarian motives. Before purchasing a product, buyers with utilitarian objectives will assess quality, service, and price (Hirschman & Holbrook, 1982). This refers to customers making purchasing decisions based on reasonable considerations and choices that meet their demands (Hirschman & Holbrook, 1982). Hirschman and Holbrook, 1982. Many consumers are happier and more economically pleased when they acquire things at discounted or best prices; such purchases make them more frugal and appreciate money (Kumar & Kashyap, 2018). Large discounts in internet retailers encourage customers to shop online. Online retailers have successfully converted consumers into online shoppers by providing additional incentives at the time of sale, such as discount coupons, free things, or cash-back offers (Agrawal, 2022). In a technology-enabled purchasing environment, people would look for and acquire information about products online in order to compare features and costs of alternative products and get the greatest price and quality when shopping. All of this is done to make cost-effective and rational purchase decisions (Suman et al., 2019).

Consumers gain from online buying because it provides them with quick and easy access to product information. Younger consumers tend to trust previous customers' judgement and reviews when selecting products, and reviews have a big influence on consumers' purchase decisions, allowing them to make better decisions (Li & Hassan, 2023). Online buying is more convenient and liberating than offline purchasing since it is not constrained by time or place. This saves consumers time, money, and physical and mental energy that would otherwise be spent on traditional shopping. In online shopping, some of the important factors that consumers consider utilitarian motives are "low prices and discounts", "additional discounts/free/money-back offers", "easy search for information on competing product attributes", "easy access to a wide selection of products", "unbiased reviews and ratings from previous customers" and "shopping anywhere and anytime" (Agrawal, 2022).

Hedonic motives. Consumers with hedonic motives are more likely to meet their desire to satisfy themselves and break off from routine and daily life through amusement and

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entertainment in order to relieve boredom or bad emotions (Evangelista et al. 2019). Younger online shoppers prioritise fun, fantasy, and leisure activities (Sramova & Pavelka, 2019), as well as being up-to-date on trends, fashions, products, and innovations (Horváth & Adıgüzel, 2018). Their goal in following the latest trends is to simply discover and purchase a new range of things for enjoyment (Evangelista et al., 2019). As a result, many customers view shopping as a specialised activity in which they may try and feel the seller's products by looking at and holding them (Tauber, 1972).

As a result, consumers with hedonic motivations will go shopping in order to satisfy their emotional needs. (Atulkar and Kesari, 2017). Consumers satisfy their hedonic desires via engaging with family, friends, salespeople, and others in a retail store setting. They feel it will allow them to spend more time together, so strengthening their social relationships (Evangelista et al., 2019). In the digital shopping era, many shoppers use social media to share user-generated content/information about brands, product reviews, and shopping experiences (Dorie & Loranger, 2020). Because of the time constraints, many customers prefer to buy with specific persons or peer groups (Tauber, 1972). They will buy the same thing to gain acclaim and recognition from their peers, hence trust in sellers and stores will influence their final purchasing decision (Yarrow, 2014). As a result, many consumers prefer and trust specific establishments for shopping, relying on a sense of association and trust to help them make the best purchasing decision (Evangelista et al. 2019). Therefore, "fun, entertainment, and recreation", "exposure to new and current trends", "experience of seeing, touching, and feeling before buying", "means for physical activity", "interaction and communication on social media in the course of shopping", "interesting social and family experiences", "peer group appeal", and "trust in sellers" are important points in hedonic shopping motives (Agrawal, 2022).

Perceived Risks. Uncertainty about products, money, delivery, and after-sales support are among the perceived concerns of internet shopping. Consumers prefer to check the physical condition and description of a product before making a purchase because they cannot inspect it in person. This leads to a high percentage of online shopping cart abandonment or buy intention attrition because consumers are unable to physically inspect the product's quality and attributes before getting it. Consumers are also hesitant to share personal and financial information because of concerns about data security and online fraud (Kamalul Ariffin et al., 2018). Consumers demand safe and secure financial transactions while shopping online, as well as minimal delivery hazards. They may encounter issues such as misplaced merchandise, breakage during delivery, delivery to the incorrect address, and delivery delays (Ho & Awan, 2019).

A successful online business requires timely and efficient delivery. In addition, long-lasting products may necessitate adequate handling and support services from the seller, such as warranty, after-sales service, and maintenance, to ensure proper operation. Consumers place a high value on dependable after-sales support. As a result, the primary factors of perceived risk associated to online purchasing reasons are "verification of physical condition and attributes before purchase", "safe and secure financial transactions", "timely and hassle-free delivery", and "reliable post-purchase service" (Agrawal, 2022).

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3. Research Method

An exploratory analysis of 18 variables revealed the important items of purchase intentions. The items were translated into a 5-point Likert scale (1: not important, 5: extremely important), which is highly useful for measuring attitudes (Agrawal, 2022). This study seeks to examine Gen Y and Z's online shopping habits. This study employs dependent variables in the form of online purchasing decisions. This study's dependent variable is the decision to shop for things online in the last 3-6 months, which can be answered "yes" or "no". The independent variables are behavioural characteristics that influence purchasing decisions, totaling 18 predictors and scored on a 5-point Likert scale. The Logistic Regression (LR) model was adopted as the multivariate statistical method due to its low number of assumptions. To use LR, the dependent variable was changed to a categorical variable (1: Yes; 0: No). The independent variables containing 18 predictors were also converted into dummy variables, namely "not important (0)" which includes the answers "not at all important" (1); "less important" (2), "somehow important" (3), and "important (1)" which includes the answers "important" (4) and "very important" (5). Data processing and findings were obtained using SPSS version 25.

Sampling and Data Collection. Primary data was gathered using a questionnaire distributed via Google Forms. Due to the limits of conducting field surveys, the questionnaire was sent to the target audience via online media. The poll was administered to volunteers who had purchased things online within the previous six months. The acquired data will be evaluated with a variety of statistical methods, including frequency, percentage, weighted average, and t-test for two independent samples. The questionnaires were circulated via the researcher's social media, with a total of 225 responses. This study focuses on two generations: Gen Z (aged 12-27 years), the generation that has recently begun working after completing their schooling, and Gen Y (aged 28-43 years), the generation of professionals who have worked after completing their undergraduate degree. (Agrawal. 2022). Purposive and convenience sampling procedures are selected since our research sample is drawn from similar subgroups of society in terms of income, education, and socioeconomic status.

4. Finding and Discussion

After completing the online survey, a total of 225 respondents were received, but 13 respondents did not meet the criteria of "made an online purchase in the last 3-6 months", so the number of respondents sampled in this study was 212 respondents. Table 1 is the frequency distribution and percentage collected from respondents in terms of respondent demographics which include: age, generation, gender and employment status. The researcher also asked about the types of products that the respondents purchased online.

Table 1. Frequency and Percentage Distribution of Respondents

Age	Generation	Frequency	Percentage (%)
12-19 years old	Gen Z	40	18.9
20-27 years old		87	41
28-35 years old	Gen Y	45	21.2

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36-43 years old	40	18.9
Gender		
Female	112	52.8
Male	100	47.2
Job Status		
Student	62	29.2
Working	104	49.1
Others	46	21.7
Purchased Product		
Electronic	23	10.8
Household	19	9
Beauty and Health	43	20.3
Otomotive	16	7.5
Fashion	98	46.2
Book	13	6.1

According to Table 1, the bulk of respondents are Gen Z (127 people) and Gen Y (85 people), with women outnumbering men. There are 104 individuals who work, 62 who are students, and 46 who are housewives, entrepreneurs, students who have recently graduated from school, or who have never worked. According to the poll results, 94.2% of respondents searched for products and shopped online in the previous 3-6 months. Fashion is the most often purchased product by respondents from online stores, followed by beauty and health products.

To examine and detect multicollinearity among predictors, the Variance Inflation Factor (VIF) was calculated independently for the Gen Y and Gen Z datasets (Table 2), which is a better technique to analyse multicollinearity than the correlation matrix (Sohil et al., 2022). The 18 items' lowest and greatest VIF values were 1.132 and 1.869 for Gen Y, and 1.074 and 1.485 for Gen Z. As a result, there is no concern with multicollinearity among the items because the values range from 1 to 5 (Sohil et al., 2022).

Table 2. Variance Inflation Factor (VIF)

Factor	Gen Y	Gen Z	Factor	Gen Y	Gen Z	Factor	Gen Y	Gen Z
V1	1,274	1,159	V7	1,453	1,262	V13	1,555	1,320
V2	1,148	1,093	V8	1,328	1,161	V14	1,504	1,318
V3	1,752	1,226	V9	1,233	1,074	V15	1,317	1,307
V4	1,869	1,401	V10	1,379	1,093	V16	1,266	1,175
V5	1,739	1,228	V11	1,278	1,485	V17	1,132	1,152
V6	1,239	1,159	V12	1,189	1,132	V18	1,761	1,327

In checking the suitability of the model with observational data, the Hosmer and Lemeshow test is carried out, with the following criteria:

Hypothesis:

H0 : The model fits the observed data

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Ha: The model formed does not fit the observation data

Basis for decision-making:

If the sig value. Hosmer and Lemeshow Test> 0.05, then H0 is accepted

If the sig value. Hosmer and Lemeshow Test <0.05, then Ha is accepted

Table 3. Hosmer and Lemeshow Test

Hosmer and Lemeshow Test			
Step	Chi-square	df	Sig.
1	11,243	8	,188

Based on this hypothesis, the Hosmer and Lemeshow Test Gen Z table above shows that the sig. value is 0.188. This value is greater than the research alpha (0.188> 0.05), so H0 is accepted, which means that the model fits the observational data, so this logistic regression model is suitable for use in further stages.

Table 4. Model Summary

Model Summary			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	83,536[a]	,068	,907
a. Estimation terminated at iteration number 20 because maximum iterations has been reached. Final solution cannot be found.			

Based on the summary model, the Nagelkerke R Square value is 0.907, this means that the amount of influence of the independent variable on the dependent variable is 90.7%.

Table 5. LR Statistics of Gen Y

Variable	Coefficient (β)	Standard Error	p-value
Constant/Intercept	2.813	0.2971	0.057
Positively significant items			
Safe and secure digital transactions (V2)	3,267	0.2273	0.008
Reliable post purchase services (V11)	2,316	0.6605	0.027
Timely and hassle free delivery services (V12)	1,365	0.5703	0.076
Trustworthiness of the seller (V5)	1,061	0.2291	0.089
Easy information search on attributes of competing products (V8)	1,964	0.3144	0.052
Low and discounted price (V6)	4,780	0.4867	2.31e-09
Negatively significant item			
Anywhere and anytime shopping (V3)	-1,217	0.3043	0.347

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Variable	Coefficient (β)	Standard Error	p-value
Peer group attraction (V16)	-4,212	0.3144	2.56e-05
Unbiased reviews and ratings by previous customers (V7)	-3,087	0.2291	0.099
Interesting social and family experience (V14)	-1,322	0.3581	0.251
Avenue for physical activity (V18)	-1,089	0.4887	0.211
Verification of physical condition and attributes before purchase (V4)	-1,221	0.5000	0.329
Exposure to new and latest trends (V17)	-3,509	0.3472	0.074
Insignificant items			
Interaction and communication on social media in the shopping journey (V13)	0,028	0.4921	0.942
Fun, entertainment and recreation (V9)	0,162	0.5007	0.728
See, touch and feel experience before purchase (V10)	0,219	0.2439	0.297
Easy access to wide product choice (V1)	0,256	0.4887	0.212
Additional discount/freebies/cashback offer (V15)	0,761	0.4402	0.159

Tables 5 and 6 illustrate the results of the LR model on the Gen Y and Gen Z datasets. For convenience of interpretation, the outcome statistics are divided into three categories: positively significant, negatively significant, and insignificant. The online buying behaviour of Gen Y customers is detected in six positively significant things, seven negatively significant items, and five insignificant items, whereas Table 6 shows six positively significant, negatively significant, and insignificant items for Gen Z consumers. These findings suggest that as the number of positively significant goods increases, so does customers' willingness to shop for physical products online. Any increase of negatively significant goods reduces people's preference for shopping online. Non-significant items, on the other hand, have little impact on customers' online buying habits.

Table 5 shows that Gen Y customers prioritise "low and discounted price" as the item with the highest β value (4.780) while purchasing online. Gen Y is more likely to buy things online if the prices are lower than in offline retailers, allowing them to save more money on their purchases. (dulay et al., 2022). Gen Y prioritises security and safety in online shopping, with "safe and secure digital transactions" ranking second with a β value of 3.267. This aligns with (Kamalul Ariffin et al., 2018) findings that consumers prefer safe and secure transactions. According to Singh's 2019 research, Gen Y values responsive after-sales support (β value 2.316) while making online purchases.

Gen Y prioritises "easy information search on attributes of competing products" (β value 1.946), "timely and hassle-free delivery services" (β value 1.365), and "trustworthiness of the seller" (β value 1.061) while making online purchases. This study is quite similar to the findings of (Hajiyev & Chang, 2017), who discovered that ease of use, trustworthiness, and compatibility

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with lifestyle were substantially associated to purchase intention and increased interest in making online purchases in Generation Y. Negatively significant items include "peer group attraction" (β value -4.212), "exposure to new and latest trends" (β value -3.509), "unbiased reviews and ratings by previous customers" (β value -3.087), "interesting social and family experience" (β value -1,322), "verification of physical condition and attributes before purchase" (β-value -1.221), "anywhere and anytime shopping" (β-value -1.217), and "avenue for physical activity" (β-value -1089).

It may be concluded that Generation Y has four characteristics of shopping behaviour: First, Generation Y makes reasonable purchasing judgements based on the highest quality, service, and price. Rahulan et al. (2015). Second, the ease of accessing product information for rival products allows Gen Y to compare products and pricing (Gurunathan & Lakshmi, 2023). Third, online buying at discounted costs increases their economic value (Kumar & Kashyap, 2018). Fourth, they leverage digital technology to achieve their utilitarian goals such as shopping convenience, product knowledge, and lower pricing. These findings are mostly consistent with previous studies (Dorie & Loranger, 2020; Zhu et al., 2019; Kurz et al., 2018).

Table 6. LR Statistics of Gen Z

Variable	Coefficient (β)	Standard Error	p-value
Constant/Intercept	3.722	0.5840	0.038
Positively significant items			
Anywhere and anytime shopping (V3)	2,232	0,5242	0,154
Safe and secure digital transactions (V2)	1,786	0,2539	0,289
Unbiased reviews and ratings by previous customers (V7)	1,777	0,2291	0,324
Exposure to new and latest trends (V17)	4,411	0,3144	0,003
Timely and hassle free delivery services (V12)	2,974	0,2136	0,128
Fun, entertainment and recreation (V9)	1,835	0,3043	0,201
Easy access to wide product choice (V1)	1,097	0,3144	0,378
Peer group attraction (V16)	1,062	0,2291	0,421
Negatively significant item			
Interaction and communication on social media in the shopping journey (V13)	-1,085	0,3581	0,128
Easy information search on attributes of competing products (V8)	-1,156	0,4887	0,176
Interesting social and family experience (V14)	-1,581	0,5847	0,329
Avenue for physical activity (V18)	-2,374	0,1726	0,727
Verification of physical condition and attributes before purchase (V4)	-1,488	0,4921	0,233
See, touch and feel experience before purchase (V10)	-2,049	0,5007	0,627
Insignificant items			
Additional discount/freebies/cashback offer (V15)	0,362	0,2439	0,689
Trustworthiness of the seller (V5)	0,704	0,4887	0,587

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Variable	Coefficient (β)	Standard Error	p-value
Reliable post purchase services (V11)	0,011	0,4402	0,954
Low and discounted price (V6)	0,875	0,4597	0,512

According to Table 6, Gen Z consumers prioritise "exposure to new and latest trends" when making online purchases. This item has the highest β value (4.411), indicating that Gen Z is highly connected to the internet and social media, allowing them to stay up-to-date on the latest trends, such as through TikTok and Instagram. Social media is the most important factor influencing Gen Z purchasing decisions; they trust endorsers and user-generated information on social media (Dulay et al., 2022). Gen Z prioritises "timely and hassle-free delivery services" (β value 2.974) and "anywhere and anytime shopping" (β value 2.232) when shopping online. They prefer a convenient shopping experience without the need to visit physical stores.

The "fun, entertainment and recreation" factor (β value of 1.835) suggests that Gen Z desires more fun, fantasy, and leisure activities (Sramova and Pavelka, 2019).Gen Z prioritises "safe and secure digital transactions" (β = 1.786). Gen Z values "unbiased reviews and ratings by previous customers" (β value 1.777) and relies on them to make informed purchasing decisions. (Li and Hassan, 2023). Other motivators for online purchasing include "easy access to wide product choice" (β = 1.097) and "peer group attraction" (β = 1.062).

Negatively significant items include "avenue for physical activity" (β value -2.374), "see, touch, and feel experience before purchase" (β value -2.049), "interesting social and family experience" (β value -1.581), "verification of physical condition and attributes before purchase" (β value -1.488), "easy information search on attributes of competing products" (β value -1.156), and "interaction and communication on social media in the shopping journey."

It may be stated that Gen Z's internet shopping habits consist of five major components. First, individuals satisfy personal hedonic motives for fun and delightful enjoyment by browsing the internet (Sramova & Pavelka, 2019). Second, people quickly learn about products/brands online by reading reviews and ratings left by others (Li & Hassan, 2023). Third, they are pampered by technology, making them overly reliant on the internet, resulting in technology-driven purchasing or "online shopping anywhere and anytime". Fourth, they like a faster transaction process. Fifth, their shopping habits are influenced by current trends and products rather than by need. Their purpose in following the latest trends is to simply explore and purchase a new range of things for enjoyment (Evangelista et al., 2019). As a result, the outcomes of this study are broadly consistent with earlier studies (Evangelista et al., 2019; Hall et al., 2017; Priporas et al., 2017).

5. Conclusion

The primary goal of this study is to detect changes in online shopping behaviour between generations Y and Z. According to the results of the questionnaire distribution, Gen Y consumers meet the criteria of utilitarian motives, which are based on rational purchasing decisions and purchases made for needs rather than pleasure alone, whereas Gen Z consumers

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tend to make purchases for the purpose of pleasure, entertainment, and exploration of the latest products, thus meeting the criteria of hedonic motives. However, when it comes to online buying risks, these two generations are comparable in that they demand secure digital transactions, fast product delivery, and trust in their supplier. As a result, while these two categories of consumers have some attributes, they also have many distinct characteristics.

In terms of price, Gen Y like products with low prices and discounts, so the simplicity of comparing information between products to find the best price would be extremely beneficial, however Gen Z prefers to buy for fun and amusement, so they will neglect the price factor. In terms of technological convenience, Gen Y consumers utilise digital technology judiciously and prudently, whereas Gen Z customers have a stronger inner need to explore online so that they are always up to date on the latest product information and trends. When analysing rival items, Gen Y consumers explore and acquire information about competing products online, combining it with any after-sales services that may be required; they are less interested in prior customer feedback. In contrast, Gen Z online shoppers place a great importance on reviews and base their purchases on the recommendations of their peers as well as the influence of influencers they find through social media. Despite some similarities, these two groups' internet shopping behaviours are essentially mutually exclusive. They use digital tools and technology differently during their shopping trips, and they have varied priorities, tastes, and emotions.

It can be concluded that Gen Y has utilitarian motive behaviour with the characteristics of full rational consideration in making purchasing decisions on quality, service, and price, likes the ease of product information, likes discount prices, is wise in using technology, whereas Gen Z has hedonic motive behaviour with the characteristics of shopping for fun and entertainment, appreciates reviews and ratings, very high dependence on technology, speed and convenience in on

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