

Usage Pattern Of Online Platforms As An Indicator Of Consumer Behavior Among Generational Cohorts

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Abstract

The adoption and usage of online shopping and social media platforms have increased due to the easy access to internet and smartphone. All age group people are active in online platforms and use e-commerce platforms for buying products and services. Hence, this paper aims to study the influence of online platforms on the online shopping behavior among Generations X, Y and Z. The study is based on secondary data collected from previous articles in this area. From the study, it is understood that social media platforms, online reviews, e-WOM, online paid advertising, social media influencer and celebrity endorsement and content marketing are the important factors that influence online purchase intention of generational groups. Online platforms help businesses create awareness, knowledge and instill confidence among the three generations which in turn will reflect in their purchase intention. Online shopping intention among all generations is expected to increase further due to the easy availability of internet and smartphones.

Keywords: *Consumer Purchase behavior, Generations X, Y and Z, Online platforms, Online Shopping*

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I. Introduction

In this age of advanced technology and the internet, people are using online and social media platforms widely for their professional and personal needs. It has become a medium for seeking knowledge, information, connecting with friends, peers and also for making online purchases. Online and social media platforms help people to know about new trends, fashion, products and services, which in turn influence their online shopping behavior (Dubihlela & Chauke, 2016).

Generations X, Y and Z form the prominent generational cohorts in the market, who are active in social media and online platforms. Generations ranging from teenagers to parents and grandparents have easy access to smartphones and internet, but vary in their usage pattern of online platforms and purchase intention (Kaja, et al., 2016). The COVID-19 pandemic has revolutionized the usage of online and digital technology. This unprecedented scenario had dramatic consequences on the consumers' online usage patterns and forced people to change and reconsider their shopping habits and purchase intentions. Social media usage and online purchases showed a surge during the pandemic times and thus increasing sales in e-commerce platforms (Jagdish, 2020). Generations X, Y and Z (GenX, GenY and GenZ) are the prominent generational cohorts who possess the purchasing power to influence the market, even though generalization of large group like a generation cannot be done, still there is always exceptions to any rule, and there are certain truths shared by members of the same generation that can be tapped for marketing purposes (Nwobodo and Weismann, 2024).

Social media is playing a significant role in creating an environment for all generations of people to buy products from online stores. This has led people to prefer online shopping platforms over traditional stores, especially after the pandemic. Online and social media platforms also help marketers to connect, reach and effectively engage with potential customers. Businesses have realized this and have started to integrate online and social media platforms into their promotional and marketing activities (Saroja, et al., 2015). Hence, organizations need to understand the social media usage pattern and how online platforms influence consumer behavior among GenX, Y and Z to develop a proper marketing strategy. This study envisages finding answers for these questions, by citing the findings and suggestions from previous research papers.

Theoretical Background

Generational Cohorts

A generational cohort is a group born in the same period who shares a similar set of habits, values, attitudes, beliefs, perceptions and behavior. Each generational cohort is assumed to have distinctive characteristics as they have experienced similar situations and problems in life. These distinctive characteristics of each generational cohort can also show up in their social media usage, purchase patterns, and online purchase behavior (Wahyuningsih, et al., 2022).

GenX, Y and Z play a major role in the market. GenX (Post Boomers) born during 1960 – 1980 are called "Digital Immigrants" as they were born before the internet era and tend to adopt new technology slowly. GenY (Millennials) born between 1981 and 1994 are known as "Digital Natives" as they are very familiar with online platforms and the latest technologies. GenZ born between 1995 and 2012 are known as "Mobile Natives". They are the vibrant generation who use social media and mobile technology with ease (Tanusree & Janarthanan, 2017).

Even though GenX is new to technologies and online platforms, they have started using those to keep at par with their friends, peers and the younger group. GenY is the first group who explored the opportunities of social media and online platforms. They are considered to be the trendsetters for social media usage and online shopping which are followed by other generation groups. GenZ is considered to be the young consumer segment that influence to redefines the working of online platforms as they are always on the lookout for new and vibrant things and have a direct influence on the purchase decision of their predecessor generations (Zhitomirsky-Geffet & Blau, 2016).

Despite being born and grown up in different social, economical and political situations, every generational group understands the importance of online and e-commerce platforms and the impact they have on them. All generations are active on online and social media platforms. Even when their purchasing power differs, avoiding and ignoring consumer behavior and online usage patterns of GenX will adversely affect any business (Judith, 2021).

Social Media Usage Pattern Of Generations

Social media platforms have become part and parcel of everyone's day-to-day life. They use social networking sites to stay connected with people, to express their views and opinions and to imbibe new information and knowledge. Social media influences the personal and professional tastes, trends, habits, lifestyle, fashion and online purchase decisions of all age groups (Aleh, 2020).

Social networking sites have become an inseparable part of all generations' life. They are active on Facebook, Instagram, Snapchat, YouTube, LinkedIn, Pinterest, etc. Though they use many social networking sites, their social media preference and usage patterns vary (Emma, 2021). GenX has slowly started to embrace social media platforms and is active on Facebook. GenY who are familiar with social networking sites use Facebook, followed by Instagram and Snapchat. GenZ born in the mobile era is active on Instagram, Snapchat followed by micro-video platforms like TikTok, Moj, etc (Brandon, 2018).

Online streaming platform like YouTube is being used by all generational groups for leisure, entertainment, knowledge and research purpose. WhatsApp has emerged as an important communication platform among all generations. GenY and Z share their life experiences and events on social media platforms. With easy internet access, the usage of social media platforms is expected to increase in the future as well (Veronica, 2019). Sutia and Fahlevi (2024) stated that social media content helps to create a brand image among all generational cohorts, which will influence the customer behavior as well. Social media marketing and paid advertising in social media platforms can help in brand recall among all generation and create awareness about the product and services. They further emphasized on knowledge sharing and awareness creating ads in social media which will have impact on all generations. Bratina and Armand (2024) opined the emergence of online and social media influencer who play and important impact among generations' purchase intention. The credibility, trustworthiness and expertise of online influencer are very important and they can be used for marketing communication and awareness creation.

Social media is a platform where brands and organization can target their customer in a personalized manner. Personalized messaging, advertising and information sharing attract their attention. Proper use of content in social media platforms like video, attractive graphical photos in content generates curiosity among all generations (Emulent, 2024)

Online Shopping and Consumer Behavior Of Gen X, Y and Z

Online shopping means the purchase of goods and services through online platforms with the help of the internet. The pandemic made people resort more to online platforms for purchasing products. Online shopping patterns and purchase intentions among generations may differ, but all have realized the importance of

online shopping due to its easiness and convenience (Wimmala, 2020).

GenX, having more spending power than other generations prefers offline stores are slowly shifting towards online shopping due to its convenience. They look out for brand value and are considered to be loyal customers. They tend to give importance to the reviews and suggestions given by peer groups on online platforms. Word of mouth and suggestions given by family and friends influence their online purchase decisions (Daragmeh, et al., 2021).

GenY is becoming a major force in the market and is the largest purchase group in the world after GenX. GenY who started the online shopping trend plays a major role in consumerism, actively engages in social media platforms and enjoys online shopping (Priya, et al., 2023).

GenZ is mobile native and tech-savvy but is very thoughtful before making online purchases. They are very familiar with online shopping sites and are expected to create change in the dynamics of online shopping and social media platforms. They play an important role in the purchase decisions of their parents and siblings and their technological advice is taken by older generations (X and Y). GenZ looks out for quality deals before purchasing any product or service (Chopra & Gupta, 2020).

Traditional media platforms still have an impact on the purchase decision of GenX, whereas GenY and Z are skeptical about it and depend more on online platforms. GenY and GenZ have a sense of “Fear of Missing Out (FOMO)” and are influenced by peer circles. At times the online purchase behavior of GenX is influenced by Gen Y and GenZ and they purchase products and services on behalf of GenX (Alexandra, 2018). Businesses need to know online shopping behavior and online media usage patterns to deliver their service in the best way possible and for their promotion and marketing activities. Hence, this research paper looks into different aspects of online platforms and social media usage patterns that influence the online shopping behavior of generations X, Y and Z.

The paper is presented as research methodology, observations ascertained from the literature survey, the practical implications, future scope of study, limitations and conclusion.

II. Research Methodology

Research Type

The study is based on secondary data and is descriptive. The secondary data was collected from previous research articles to find out the prominent themes in this area.

Research Problem

The ease of access to the internet and smartphones has increased the use of social media and online shopping. Due to convenience, online buying has become a trend and all generations are very active on online platforms as well. Digital usage has also increased especially after the COVID-19 pandemic among all age groups, hence; there is a need to assess the influence of online platforms on online shopping behavior among Generation X, Y and Z consumers.

Research Statement

To explore and understand the online platforms, online shopping behavior and latest trends that influence the purchase intention of different generational cohorts that provide a direction for the marketers to plan marketing strategies accordingly.

Research Questions

1. What are the driving factors for online shopping behavior among Generations X, Y and Z cohorts?
2. What are the differences in the online consumer behavior of Generations X, Y and Z?
3. What are the factors that influence purchase and repurchase intentions among generational cohorts?
4. How do online platforms influence the online shopping behavior of Generation X, Y and Z consumers?

Objectives

1. To understand the online media usage patterns of Generations X, Y and Z.
2. To examine the online shopping behavior of Generations X, Y and Z.
3. To investigate the impact of online platforms on online shopping behavior of Generations X, Y and Z.

III. Literature Survey

The initial literature survey was conducted by searching the databases with a broader objective to understand the trends and issues about online platforms and consumer behavior among Generations X, Y and Z. For this purpose, previous studies were surfed to get a broader insight about the research area. This study was conducted to understand the social media usage pattern and to investigate the influence of online platforms on the online shopping behavior of GenX, Y and Z.

Selection Criteria for Literature Review

The literature survey was conducted based on the selection criteria mentioned in Table 1 and is diagrammatically represented in Figure 1.

Table 1. Selection Criteria adopted for Literature survey

Selection Criteria	
Keyword	Influence of online platforms on online shopping behavior of Generations X, Y and Z
Databases	Google Scholar, ResearchGate, ProQuest
Time Frame	2018 – 2024
Document Typology	Research Articles and Review papers

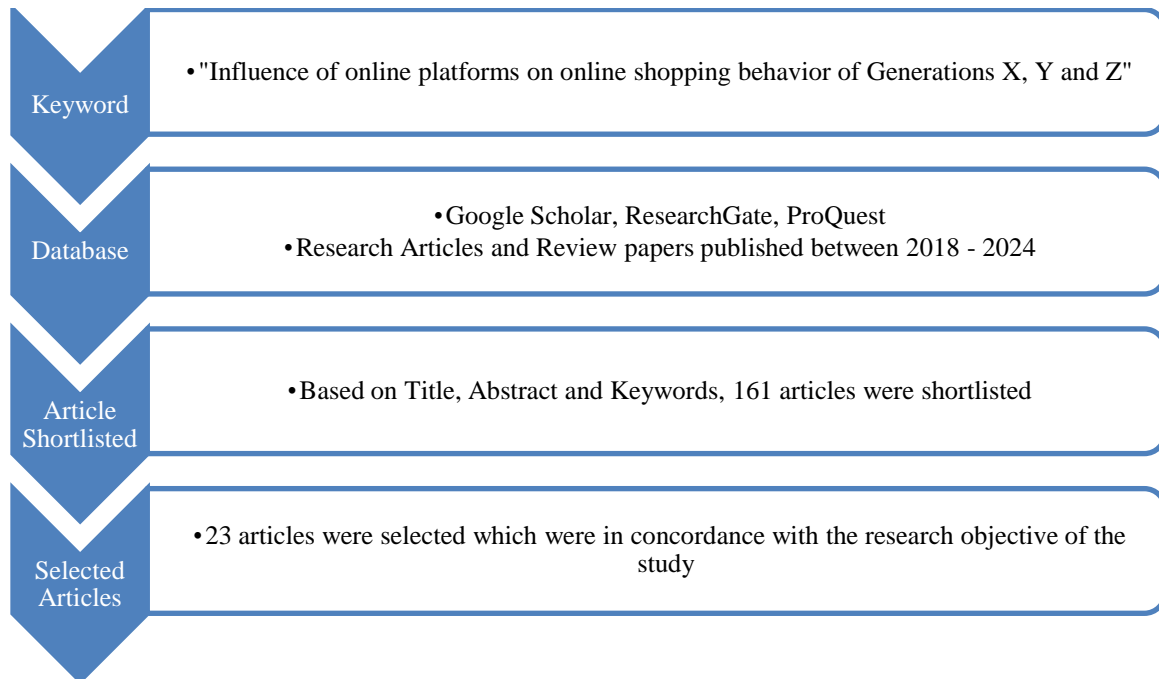


Figure 1: Criteria for Literature Survey

Observations

After reviewing the relevant literature on the influence of online platforms on consumer behavior of Generations X, Y and Z; we observed that the main themes most of the researchers have tried to investigate are: Social Media Platforms, Online Reviews and e-WOM, Online Paid Advertising, Social Media Influencer and Celebrity Endorsement and Content Marketing (Figure 2)

Social Media Platforms

All generations’ consumers are active on social media platforms and that play a pivotal role in shaping the customers’ shopping choices. Social networking sites help the customer to examine the product information and also to know about new products being launched. The rising number of social media users has made businesses incorporate these platforms into their marketing strategy. These platforms act as an important communication tool for businesses to share their information about products and services, and also to engage with potential customers (Panchanathan & Raj, 2022).

Social media provides an extensive marketing channel for businesses to create awareness and brand their products to a larger audience. Online communication is an important element in today’s customer purchase experience and social media platforms help them to engage with businesses regarding product information before purchasing a product (Roth-Cohen et al., 2022).

Millennials and GenZ are internet-dependent people who prefer online platforms over traditional media and are very active on social networking sites. GenX has also started to be active on online media sites and this has urged businesses to shape their online shopping behavior (Rodney, 2017).

Online Reviews and E-Wom

Consumers before deciding to buy a product online look out for information, comments, reviews and ratings and based on that they might either buy the product or drop the plan. Customer can share their

consumption experience through online and social networking sites which directly influence the online purchase behavior of all generations (Zhang et al., 2019).

E-WOM is much more diverse as consumers get information and opinions related to products and services not only from friends' circles but also from vast geographical locations. All generational cohorts see e-WOM as more credible and trustworthy than corporate-driven information. Customers sharing positive reviews and recommendations have a definite impact on their brand loyalty (Wu & Lin, 2017).

Online reviews have taken over social networking sites, and these opinions and peer reviews are considered to be the top factors in making online shopping intention. Realizing the importance of online reviews and ratings, businesses have started to encourage their customers to share feedback and suggestions on online platforms. User-generated content has a great impact on all generational cohorts and also motivates potential customers to purchase the product. Online reviews and recommendations not only include social media but also review websites like Foursquare, Just Dial, Google My Business, Google Maps, comment sections of websites, blogs, etc (Rukon et al., 2022).

Online Paid Advertising

Online paid advertising is an emerging form of marketing that provides businesses with new opportunities to promote and reach their targeted audience. Online marketing is considered to be an easier and more cost-effective means of promotion compared to traditional marketing avenues. Organizations use various online platforms for paid advertising by creating marketing strategies based on their business objective (Lissitsa & Kol, 2021)

With the help of online advertising, companies can convey clear information about products and services they offer and customers can watch it visually and select their preferred product and service (Jenefa et al., 2021). Online paid ads include text ads, banner ads, video ads, social media ads, online classified ads and email marketing (Eyre. et al., 2020). Online media ads have a notable impact on the purchase behavior of consumers (Reza & Samiei, 2012). The easy access to the internet and the increase in the penetration of smartphone has made brands spend more on online media advertising (Taylor & Silver, 2019).

While running online ads, businesses should adopt customized marketing programs to target all generations. Specifying online shopping as a green behavior would be an effective online marketing strategy (Yahya. et al., 2019). Providing coupons, discounts, cash backs and, free delivery will have a positive impact on online purchase decisions. Target advertising and the use of re-targeting on social media platforms can enhance the online shopping behavior of customers (Shamout, 2016).

Social Media Influencer and Celebrity Endorsement

Social media influencers are those individuals who become famous on online platforms through their independent efforts and gain a huge fan following due to the online content they share. They are considered online influencers who have attained celebrity status and possess the power to influence consumers' online purchase behavior. Businesses try to use this potential by using them to promote their products and services to reach potential customers on online platforms (Rasa & Karina, 2019).

Celebrity endorsement by a famous film star or a personality endorsing a product or service by putting a post on their social media handle can influence their followers to try out the product or service. The credibility of the celebrity will have a momentous impact on consumers' online shopping behavior. The positive image of the celebrity can increase the product acceptance rate among people (Gupta et al., 2020).

Now business organizations are giving priority to social media influencers and celebrity endorsement strategies in their promotion activities. These activities can help in branding and increasing the awareness and familiarity of the product. Nowadays, verified bloggers and vloggers have also started to promote other business products and services on their platforms which have a significant effect on consumers' choices and preferences for certain products or services (Pemberton, 2017).

Content Marketing

Content plays an important role in attracting customers on social media platforms. In this competitive business world, "Customer is God and Content is the King". Content must be delivered to customers showing all the information regarding a particular product or service so that it influences customers to buy products online. Due to a busy lifestyle customers are rapidly adopting online shopping, hence when they make a purchase decision, they need clear information about the product which needs to be presented in the most attractive manner (WiScicka-Fernando, 2021).

In this online era, people are flooded with content all over social and digital media and this has reduced their attention span. To attract customers the content must be clear and precise with visual attraction. Content can be text, images, infographics or video, but must be delivered in the right manner (Yu et al., 2018).

Marketers have understood the importance of content and its impact on online consumer behavior and hence have started to develop content and customized marketing messages based on the generation they target (Mulyani, et al., 2019).

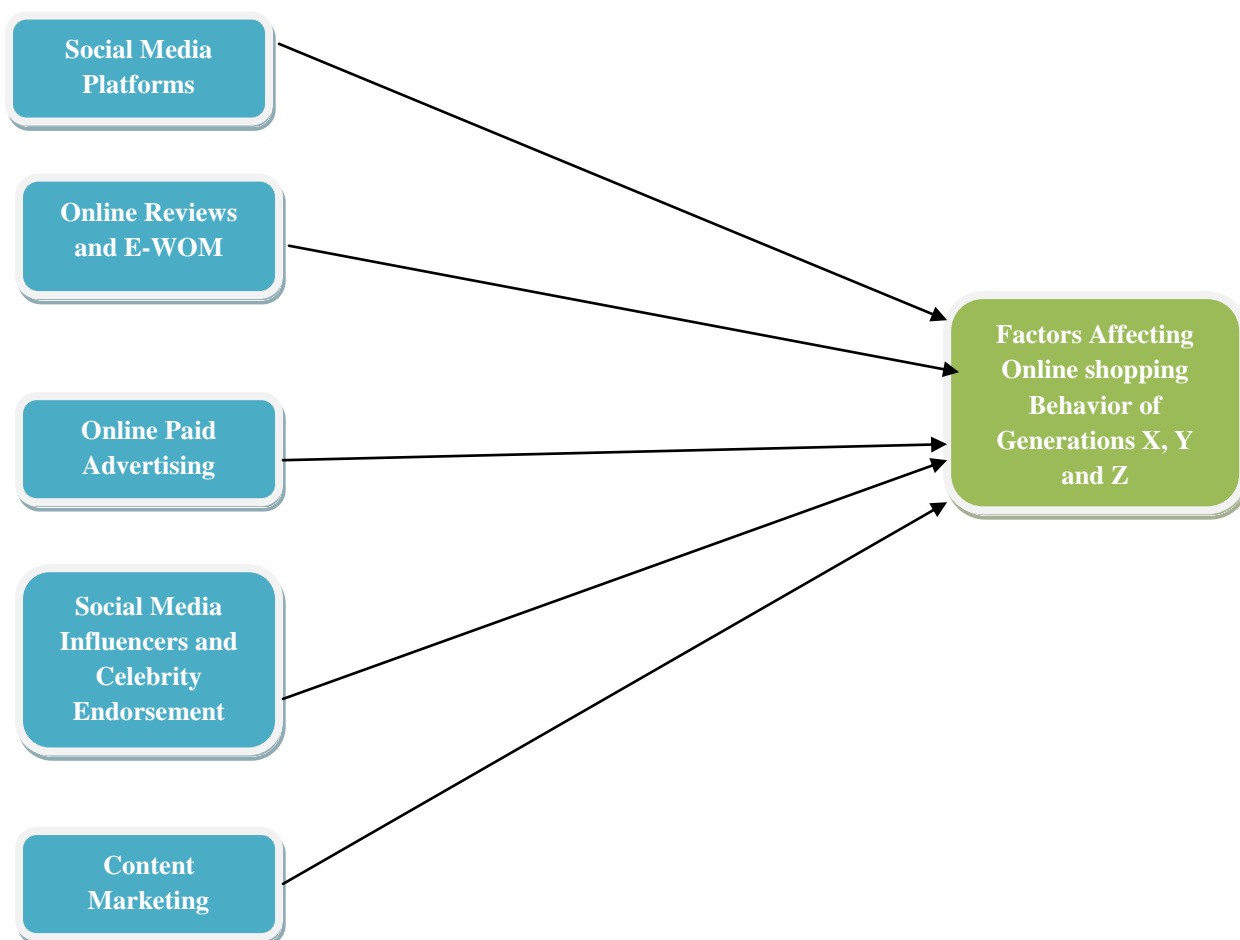


Figure 2. Themes Affecting Online Purchase Behavior of Generations X, Y and Z

Future Trends

The online digital arena is the most dynamic field with continuous changes and developments. Smartphone ads or mobile ads have emerged as a potential avenue to reach a wider audience. Brands have started to invest more in mobile ads to influence their online purchase intention. Mobile phones are personal gadgets and while running ads businesses should try not to create hindrances or spam them (Clickz, 2021).

Live streaming is a recent phenomenon that has come to the limelight as a new strategy for influencing the customer's online purchase intention. Some livestream sellers sell and promote a product through real-time broadcast videos. This helps raise customer awareness, trust and increases the customers' intention to buy the product (Ratu, et al., 2023).

Recently social commerce has created a buzz in the e-commerce sector. It is considered to be a subset of e-commerce that utilizes social networking sites to facilitate communication during online shopping. By this means, real-time interaction is possible between the seller and consumer within the process of e-commerce. Prominent online platforms like Instagram, Facebook, TikTok, YouTube, etc have added live-streaming and e-commerce features after understanding their significance (Chandruangphen, et al., 2022).

Online Purchase Intention

Online purchase intention is the buyers' intention or willingness to buy a product or service. It is a conscious effort taken by the consumers to choose a product or service. This may be generated through proper

brand engagements and relationships with customers. Effective brand engagement through online platforms has a positive influence on the online purchase intention of all generational groups (Wimmala, 2020).

Online reputation, trust and reliability are other crucial factors that influence the purchase decision. Proper communication with quality information develops trust which influences the purchase decision (Ruth, et al., 2013). Word of mouth, ease of use, security, commitment towards customers, quality of the product and services and keeping the best interest of customers in mind influence the online purchase intention of consumers (Mazzini, et al., 2016)

Proper online presence and engagement with customers will also create an impact on the purchase intention. The brands must also try to ask for user-generated content from customers in the form of reviews, ratings and recommendations (Cooray & Dissanayake, 2022). Different socio-economic factors like location and internet speed also affect online purchase intention. Consumer online purchase intention is the signal of their actual purchasing behavior and brands need to take steps to initiate this intention (Seber, 2018).

Businesses' main goal must be to increase the online purchase intention of customers towards their products and services. Customer-brand engagement, trust and reliability, reputation, ease of use and commitment to customers are some of the important factors leading to an increase in online purchase intention (Figure 3)

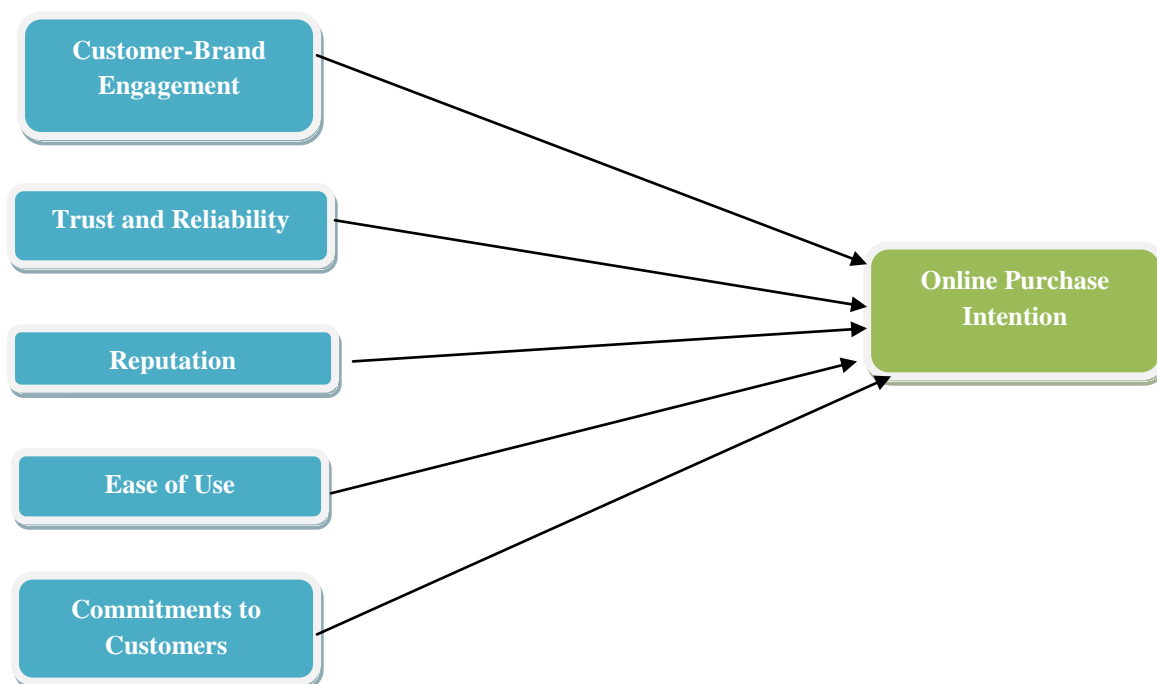


Figure 3: Main Factors to Increase Online Purchase Intention

Online Repurchase Intention

Online repurchase intention is the customer's attitude to engage in the purchase of a product or service repetitively from the same e-retailer. It is more time-consuming and expensive to acquire new customers than to retain the existing ones. Hence, brands need to promote the repurchase intention of customers to improve and maintain the company's growth and success (Nguyen et al., 2022).

Personalization of services that suits the needs, wants and habits of customers can help in developing good relationship with customers, which may lead to repurchase intention. Quality and satisfaction in the service provided by the organizations can act as a driving factor for repurchase intention (Nguyen & Pojani, 2022). A User-friendly interface with proper communication and a personalized marketing strategy can foster positive feelings in online consumers. Providing timely customer response services can provide ease in the online shopping experience which will instill repurchase intention in consumers. Data privacy and security

concerns of consumers need to be addressed as customer loyalty originated from their online repurchase intention (Al-Hattami, 2021).

Influence Of Online Platforms On The Shopping Behavior Of Generations X, Y And Z

Due to the COVID-19 pandemic, the online platform usage pattern and online shopping preferences have changed dramatically; hence it is worthwhile to know more about it in detail while drafting online marketing strategy.

Generation X

GenX grew up before the internet revolution, hence they lack digital skills compared to their successors. However, they have started to cope with digital applications and have started using social media platforms such as Facebook, Twitter, LinkedIn, Online E-commerce platforms, WhatsApp, Zoom and Google Meet applications and digital payment for both daily and professional needs (Daragmeh et al., 2021).

Due to the easiness and convenience of usage, GenX uses online platforms for purchasing products and services. Online shopping of GenX has increased during the pandemic and they are continuing to play a major role in e-commerce platforms (Santosa & Taufik, 2023). GenX gives importance to opinions and reviews online about the product before making an online shopping decision (Lissitsa & Laor, 2021).

Due to their lack of familiarity with the latest technologies and platforms, marketers must also try to educate GenX through messages and content to motivate them to buy products online. GenX accepts informative and credible messages, including entertainment. Marketers are encouraged to provide access to information to educate Gen-X into buying (Liu et al., 2019).

Generation Y

Generation Y was born during the globalization era when technological advancement happened and the Internet took off. They are multi-taskers and social consumers who do thorough online research about the best product available. They compare prices and features of the product before purchasing and hence they are often called exploratory consumers (Hanif et al., 2021)

GenY gets attracted to short, direct and honest messages and relies on their friends' and peers' wisdom before making online purchase decisions. E-WOM and positive word of mouth on social networking sites influence them. They trust user-generated content more than advertising and corporate messages (Ibrahim et al., 2023). Social networking sites and online shopping platforms play an important role in this generation. They are the group who started the social media and online shopping trend, which was followed by other generations. They are active on Facebook, Instagram and are less active on Twitter. They also use WhatsApp for personal communication and LinkedIn for professional purposes (Rodney, 2017). GenY are attracted to informative and reliable content but get irritated by getting ads and marketing messages during their work. Social media influencers and endorsements by their celebrity idols have an impact on their online purchase behavior (Anoop & Lakshmi, 2023).

Generation Z

GenZ are the first generation who have not witnessed a life without the internet and have an uncanny talent to master any new technology with ease. As they are bombarded with information, they tend to be very choosy about the type of information they receive and have a short attention span (Clow & Baack, 2016). GenZ are considered to be innovative and they respond to simple, informative and trustworthy messages. They are attracted by advertising messages that are entertaining and have an element of humor in them. They are annoyed by complicated ads and ads that interrupt their activity (Priporas et al., 2017). GenZ searches product benefits and features before making an online purchase decision. Products suggested by friends, reviews and ratings on social media platforms influence their perception about a product or service. They give importance to the e-WOM in social media platforms (Ashley et al., 2022).

Online video content influences the selection of brands. Videos on YouTube and micro-video platforms like TikTok, ShareChat, etc have a positive impact on their purchase behavior (Gyan & Jyotsna, 2017). Instagram and Snapchat are the most commonly used social media platforms by them followed by Facebook and micro-video platforms. Social media ads have more influence on them and social media influencers and celebrity endorsements help them to create awareness about the product (Ekta, et al., 2021).

Inter Relationship Between Generations X, Y And Z

GenX think that desktop and computers as breakthrough inventions, but GenY and Z see smartphones and other electronic gadgets as the latest technology. But, all generations have started to prefer smartphones, because of ease of use and convenience (Lissitsa & Laor, 2021).

Social media usage is higher among GenZ followed by GenY and GenX respectively. Even though

there are differences in social media usage patterns among generations, all generations are influenced by social networking sites which have a significant impact on their online purchase behavior. YouTube, WhatsApp and LinkedIn have become some of the common social networking sites where all generations are active (Lissitsa & Kol, 2016).

Recommendations and suggestions in online platforms do influence the purchase behavior of all generations. Products suggested by friends, family and peers do influence their online purchase decisions. Word of mouth and brand engagement in online platforms have a positive impact on all groups of customers. GenY and GenZ interact with the official social media handles of brands to acquire new information about products and services. Social media influencers and celebrity endorsements help to create awareness and familiarity of the products among all generations. GenY and GenZ are more influenced by social media influencers than GenX, whereas GenX is more influenced by celebrity endorsement, which is also reflected in their online purchase behavior (Dan-Cristian et al., 2018).

With the emergence of numerous online platforms, the attention span of all generations has been reduced. GenZ has less attention span compared to GenY and GenX. Personalized messages and visually attractive content with images and videos attract all generations. Clear and precise content with all details attracts all the generations. Full text-driven content does not have much impact on younger generations compared to GenX (Mulyani et al., 2019).

Social media ads have a positive impression on all generations as all are active on these platforms. GenY and GenZ can easily understand the paid advertising messages compared to GenX (Rodney, 2017). All generations have concerns regarding online privacy and the security of their personal information while making online purchases (Vinoth & Balaji, 2018).

Social media platforms have become an integral part of all generations and they set their traits, personal behavior and online purchase intent. Ease of use has attracted all generations towards online shopping. The online purchase value is higher in GenX followed by GenY and GenZ. GenY and GenZ often share the same attributes as they are both internet-dependent generations and have high proficiency in new technologies and gadgets. Economic factors, personal values, and social norms do influence purchase behavior. Kalariya et al., (2024) highlighted the importance of understanding online consumer motivations and social media preferences of all generations in order to shape effective digital marketing strategies targeted at millennial consumers. They also noted that online platforms and especially social media have a direct influence on the consumer behavior intention of all generational cohorts. Hence, e-commerce players are suggested to segment their targeted audience carefully based on different generational groups and develop strategies accordingly (Septiana, 2023).

Practical Implications

Recognizing generational differences in online shopping behavior and social media usage patterns have always been an important factor for organizations and marketers while approaching their targeted audience. This study provides insights and directions that can help them develop a personalized digital marketing strategy that targets and engages various demographic groups more effectively.

Future Scope and Limitations Of The Study

Before the COVID-19 pandemic, GenX was often forgotten and not much attention was given to their online shopping behavior and social media usage pattern. As their digital media consumption and online shopping intent have increased more studies need to be done on this group of people. People living in urban areas are usually more inclined to online purchases than those living in rural areas and hence future studies need to look into these aspects. Online behaviors within generations are not homogeneous and differences are observed in online consumption between men and women too.

Online shopping behaviors are considered to be complex and are affected by a wide range of factors. In this study, only five prominent themes were explored and other factors were not considered in this study. This study is solely based on secondary data and future research should be conducted with a combination of both quantitative and qualitative data.

IV. Conclusion

Day by day, people are becoming more accustomed to online shopping and prefer this mode of purchase due to its convenience and simplicity. Social media and other online platforms play a pivotal role in impacting online shopping behavior. Hence, business organizations need to implement a generational cohort approach to segment their target audience properly and understand their social media usage pattern and online purchase behavior. Businesses need to adjust and implement a personalized marketing communication strategy that appeals to all generational customers.

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