

Analysis of Privacy Perceptions towards Shopping Decision through Shopping Behavior between Millennials and Baby Boomers in Indonesia E-Commerce

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Abstract--- Purpose of Study: *Globalization and technology has transformed the world, boost the economy, and growth the overall performance of the country. The rapid technological advancements bring great changes in the business world, including the physical store business into a digital store. The purpose of this study, is to know for sure the effect of privacy perceptions in online shopping decision through shopping behaviour between millennials and baby boomers.*

Methodology: *The research method used is quantitative method with SEM-PLS using WarpPLS 6.0 application, where the data collection in this research is by conducting questionnaire to millennials and baby boomers generation in Indonesia E-Commerce Website. The respondents have criteria, Millennials from age 22 to 37 and Baby Boomers from age 53 until 72. From 155 questionnaires.*

Result: *the results of the study it can be concluded that privacy risk, source risk, cognition based trust, affect based trust affecting Millennials and Baby Boomers in their online shopping decision but the transaction risk only affect for millennials only.*

Keywords--- *E-Commerce, Technology, Privacy Perceptions, Shopping Behaviour, Shopping Decision, Millennials, Baby Boomers.*

I. INTRODUCTION

Globalization already became a part of our life and nowadays everyone already connected to the internet world. There are some economists who have a positive outlook on the impact of globalization on economic growth and these effects have been analyzed by several studies that try to measure the impact of globalization on different economies using variables such as trade, capital flows and openness, per capita GDP, and foreign direct investment (Pologerogis, 2017). In Indonesia, the development of E-Commerce very rapidly growing with 143,26 million people (KOMINFO, 2018). E-Commerce in Indonesia is growing up so fast such as Tokopedia, Shoppe, Jd.Id, Lazada and many more. Ease and price, these two aspects are the advantages of E-Commerce that are different from ordinary physical stores. On top of that the young generation always up to date and use their smartphone to buy goods from online shop because they find it more convenience and to keep up with the trends. Millennials, the generation born between the 1980s and 1990s is being the children of the technology age, they are more dependent on their gadget. Millennials also always update to the new trend and news. Because of that E-Commerce companies

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targeted millennials to buying from their website. We can see the millennials are conduct shopping research online most of the time with their gadget. Because of this a lot of online shopping company targeted their market to the millennials generation. Millennials generations are not even the second largest market leader. Baby Boomers (born between 1946 and 1965) shop online just as often as the younger generation. Spending per transaction chart offers further insight into the differences across generations, with Baby Boomers spending more than any other generation (KPMG, 2017). This is contrary to the popular belief that it is the tech-savvy millennials who is driving such strident ecommerce growth.

According to KPMG International, about 55 percent of global consumers say they have decided not to shop online due to privacy concerns. Less than 10 percent of consumers feel they have control over how organizations handle and use their personal data today, with respondents in most countries saying that privacy controls are more important than the potential for ease of sharing personal data (KPMG , 2016). Privacy is one of the most important factor in online shopping because privacy is one of the greatest assets of many people. Privacy is needed to protect personal interests and to keep relationships trustful (Bruseke L. , 2016). Everybody want to have their privacy information to be safe and sound. From this perspective privacy is really important especially in online shopping world, because user or consumer they can't know what happen with the private information that has been given. By seeing the result from that data we can say that millennials are more technological than baby boomers. But we can see from other source baby boomers are buying from online shop as much as the millennials, even spending more than the millennials. This research will identify how privacy risk, source risk, transaction risk, cognition based trust, affect based trust effect to shopping decision and shopping behavior comparing between millennial and baby boomer in Indonesia.

II. LITERATURE REVIEW

Privacy protection is problematic in the online environment due to the high complexity of technology and information overload (Rose, G, Khoo, H, & D.W, 1999) Current literature measures privacy perceptions in terms of risk and trust (Luo, Li, J, & Shim, 2010; Ling, Chai, & Phiew, 2010; Jusoh & Ling, 2012; Lee & Moon, 2015; Kim, Ferrin, & Rao, 2008) because high perceptions of risk have a negative influence on shopping decision and high perceptions of trust have a positive influence on shopping decision. Thus, this study aims at revealing the role of privacy perceptions as one main predictor of online shopping, comparing its influence on shopping decision and the outcomes of this research will be important for designing marketing strategies that address and reduce privacy concerns. Privacy perceptions in this research defined as “the willingness of consumers to share information over the Internet that allows purchases to be concluded” (Belanger, Hiller, & Smith, 2002). Privacy risk leads to the consumer unknown collection of the information (Lim, 2003) and the potential of inappropriately use of personal data by the online shop (Nyshadham, E.A., 2000) customers read the privacy terms and conditions in only 10% of the cases and they also feel insecure if an online shop does not provide any privacy terms (Lim, 2003) The technology of the internet is the power of privacy risk, because of this consumer fear to fill their private information data due to hackers or the website sold it to the third parties. A consumer's perceived risk has been found to influence his or her online decision. It is common for a customer who is making an online transaction to be reluctant

to purchase on the website because the sense of risk may be overwhelming when compared to the traditional mode of shopping. Perceived risk that the online shop save and use personal data inappropriately or sell it to third parties. Indicator inside privacy risk according to (Lee & Moon, 2015) are Personal information protected, Private data, Advertisement, Spam email.

Source risk is defined as the threat of purchasing from an unreliably and dubious online shop (Lim, 2003). When customers want to purchase from an online shop, they need to check if the website is reliable and real (Belanger, Hiller, & Smith, 2002) Online shopping or e-commerce companies are the origin of source risk because customers fear that they give their private data to an unreliable online shop and that the product or service is not delivered after the transaction. Customers feel less risk with purchasing well-known online shops which are reputable or referenced by friends or family (Bruseke L. , 2016). Indicator inside source risk according to (Lee & Moon, 2015) are Fake online shop, Purchase not delivered, No physical store.

Transaction security risk is defined as the reluctance “to provide personal information such as credit card numbers to electronic commerce outlet” (Belanger, Hiller, & Smith, 2002) Customer most often use the credit card as the payment method (Lim, 2003). They perceive the risk of hackers stealing their bank account information or credit card details. Another transaction risk is afraid losing money from unreliable online shopping website and losing from undelivered goods. Indicator inside transaction security risk according to (Lee & Moon, 2015) are Afraid to use credit card, Credit card hacking, Credit card sold to third parties, Trust in general online payment.

The basis of the perceived trust of a customer is the assumption that the seller treats the buyer in an appropriate and responsible way and without an exploitation of the situation for personal interests (Gefen, Karahanna, & Straub, 2003)The level of trust has an effect on shopping behavior (Büttner & Göritz, 2008), however, in the circumstances of online shopping, trust plays an essential role. Customers have to trust the online shops because they do not have the possibility to test the product by themselves (Li, Jiang, & Wu, 2014)

When measuring cognition-based trust, three main sub-dimensions are important. Firstly, information quality determines if the customer finds enough information about products and the purchasing process on the website and thus, high information quality develops when the customer perceive the website as complete with correct and detailed information. Secondly, perceived privacy protection increases when the customer feels confident that the online shop will not use private information inappropriately.

Thirdly, perceived security protection is defined as the perceived security measures the online shop takes to assure a save online transaction process. Affect-based trust is about the “indirect interaction” (Kim, Ferrin, & Rao, 2008) with the seller by referring to opinions of others. In measuring affect-based trust, two sub-dimensions are important. Indicator inside cognition based trust according to (Kim, Ferrin, & Rao, 2008) are Complete and understandable, Accessible, Fill up basic digital security

Affect Based Trust is built by a social emotional bond that goes beyond a regular business or professional relationship. The emotional ties linking individuals provide the basis for affect-based trust (McAllister, 1995).An example of the affect-based trust is that an individual would trust the brightest, most professional, well-trained colleague with a complex task. Perceived trust based on opinions from a third party (friend, reviews, certificates).

Indicator inside affect based trust according to (Kim, Ferrin, & Rao, 2008) are Safety logos and certification, Recommendations and Reviews.

Shopping behavior is an evaluation, emotion, and the tendency of that action profitable or not profitable and lasting on someone against an object or a particular idea (Miau, K. H., 2016). Consumer behavior is the behavior that consumers show in searching, buying, using, evaluating, and depleting products or services that consumers expect to satisfy consumer needs. Indicator inside online shopping behavior (Bruseke L. , 2016) and (Miau, 2016) are How often do you go, How much money, Evaluation, Happiness, Worthy.

Millennials are the most energetic consumer group in the internet (GTAI, 2015). They are increasingly dependent on technology for information search and purchasing of products. They are technologically savvy and expect fast online transactions (Harris, Stiles, & Durocher, 2011). Within this generational group, the probability of people shopping online rises with age. Older millennials are more likely to shop online than younger ones (Lissitsa & Kol, 2016). Millennials are impulsive in their purchasing behavior. They make decisions very quickly (Lissitsa & Kol, 2016), mostly without physically examining the product (Ordun, 2015). They value a high speed transaction more than customer service and refuse human interaction during their shopping trip (Harris, Stiles, & Durocher, 2011). On the other side, they value personalization in their online shopping experience (Hughes, 2008) Millennials are less brand loyal than other generational groups (Ordun, 2015) but consider reviews and recommendation for their shopping decisions (Ma (Mangold & Smith, 2012)

Baby boomers participate still less in online shopping than millennials, however, they increasingly recognize and use the internet as a source of shopping (Hughes, 2008). They use smartphones in their everyday live but also as a medium for shopping (Sullivan & Hyun, 2016). They make direct and rational shopping decisions. They know exactly what they want and organize their shopping trip. They trust on experts and friends when making shopping decisions (Hughes, 2008). Baby boomers value relationships to specific shops, they like brands and prefer shops with good reputations (Harris, Stiles, & Durocher, 2011).

According to (Hersona, 2013) consumer purchase decision is the election of two or more alternative choice. (Alfred, 2013) explains that consumer purchasing decisions are the way consumers decide what to buy according to the value of the significance of the purchase. In shopping decision consumer first make decisions about what products are needed, when, how and where the purchase or consumption process will occur. In other words a decision process is needed for buy something good goods or services. Based on these views, it can be understood that the consumer purchase decision is the choice of two or more alternative options that can be purchased, in which the consumer decides what is must be purchased in accordance with the value of the significance of the purchase.

- H1: Privacy risk affects towards shopping decision
- H2: Source risk affects towards shopping decision
- H3: Transaction risk affects towards shopping decision
- H4: Cognition based trust affects towards shopping decision
- H5: Affect based trust affects towards shopping decision
- H6: Privacy risk affects towards shopping behavior

- H7: Source risk affects towards shopping behavior
- H8: Transaction risk affects towards shopping behavior
- H9: Cognition based trust affects towards shopping behavior
- H10: Affect based trust affects towards shopping behavior
- H11: Privacy risk affects towards shopping decision through shopping behavior
- H12: Source risk affects towards shopping decision through shopping behavior
- H13: Transaction risk affects towards shopping decision through shopping behavior
- H14: Cognition based trust affects towards shopping decision through shopping behavior
- H15: Affect based trust affects towards shopping decision through shopping behavior
- H16: Shopping behavior affects towards shopping decision

III.METHODOLOGY

The sampling technique that researcher used is non-probability sampling with purposive sampling for quantitative research. Anyone who by coincidence met with the researchers can be used as samples. Total respondents from questionnaire are 179 respondents but in this research only use 155 respondents because of age criteria. Respondents in this study are Baby Boomers and Millennials who has been shopping online through E-Commerce website. The respondents have criteria, Millennials from age 22 to 37 and Baby Boomers from age 53 until 72. Below are the result for statistic descriptive.

Table 1: Statistic Descriptive

<i>Category</i>	<i>Characteristics</i>	<i>Number of Respondents</i>	<i>Percentage</i>
Gender	Male	74	41.34%
	Female	105	58.66%
Age	<20	14	7.82%
	22-37	83	46.37%
	37-52	10	5.59%
	53-72	72	40.22%
	>72	0	
Job	Student	36	20.11%
	Private employees	71	39.66%
	Entrepreneur	15	8.38%
	Government employees	8	4.47%
	Retired	49	27.37%
Incomes (per month)	< 1.000.000	11	6.15%
	1.000.000 -3.000.000	47	26.26%
	3.000.000 - 5.000.000	43	24.02%
	5.000.000 – 8.000.000	64	35.75%
	>10.000.000	14	7.82%
Expenses (per month)	< 500.000	13	7.26%
	500.000 - 1.000.000	21	11.73%
	1.000.000 - 3.000.000	31	17.32%
	3.000.000 - 5.000.000	50	27.93%
	>5.000.000	64	35.75%
Have you been shopping online?	Yes	174	100%
	No	0	

This research is using questionnaire as a data collection technique for the primary data. Questionnaire detail was distributed to respondents through Google Form and distributed through social media. Researcher is using Google Form because Google Form is easier to create and examined the result from the survey. The questionnaire was distributed with 27 indicators used for measuring seven variables in this study. The seven variables are privacy risk, source risk, transaction risk, cognition based trust, affect based trust, shopping behavior, and shopping decision. This research will also be an exploratory research and SEM-PLS is a method for exploratory research. In this research, researcher is using SEM (Structural Equation Modelling) for data analysis technique. SEM or Structural Equation Modelling is generally used as an analysis of statistical data analysis to observed causality relationship and the approach for SEM is PLS (Partial Least Square).

IV. RESULT AND FINDINGS

The convergent validity test of loading factor (structured loading) and discriminant validity test for all variables both millennials and baby boomers met the expectation. Both millennials and baby boomers passed the composite reliability and cronbach's alpha reliability testing. After testing the mediation variables, there are some independent variables that are eliminated because they do not meet the criteria in the previous mediation test process. Here are the estimation results after eliminating variables source risk and affect based trust for millennials and eliminating variables privacy risk and cognition based trust for baby boomers.

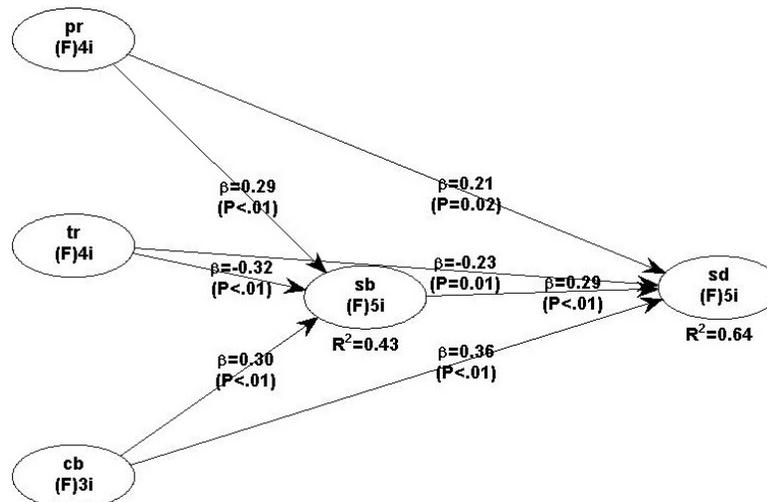


Figure 1: Research Model after Mediation Millennials

Source: Author, 2018

Table 2: Significant Table after Mediation Millennials

	<i>Path Coef.</i>	<i>P-Value</i>	<i>Result</i>	<i>Path Coef</i>	<i>P-Value</i>	<i>Result</i>
	<i>Shopping Decision</i>			<i>Shopping Behavior</i>		
Privacy	0.214	0.020	Significant	0.289	0.003	Significant
Transaction	-0.230	0.014	Significant negative	-0.230	<0.001	Significant negative
Cognition	0.358	<0.001	Significant	0.302	0.002	Significant
Shopping Behavior	0.287	0.003	Significant			

Source: Author, 2018

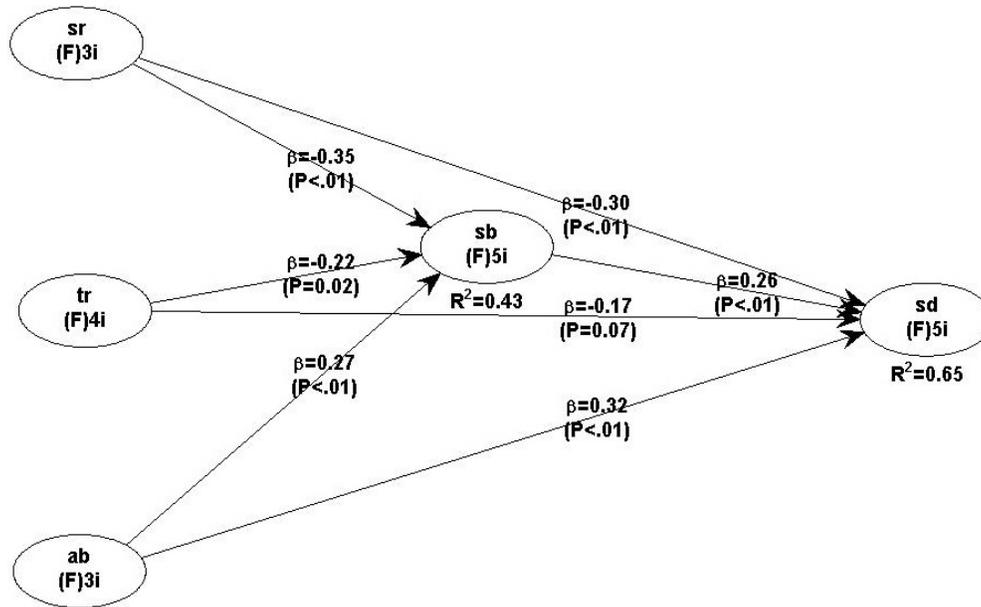


Figure 2: Research Model after Mediation Baby Boomers

Source: Author, 2018

Table 3: Significant Table after Mediation Baby Boomers

	<i>Path Coef.</i>	<i>P-Value</i>	<i>Result</i>	<i>Path Coef.</i>	<i>P-Value</i>	<i>Result</i>
	<i>Shopping Decision</i>			<i>Shopping Behavior</i>		
Source	-0.297	0.004	Significant negative	-0.355	<0.001	Significant negative
Transaction	-0.169	0.068	Not significant	-0.222	0.023	Significant negative
Affect	0.325	0.002	Significant	0.273	0.007	Significant
Shopping behavior	0.261	0.009				

Source: Author, 2018

Based on the research that has been done, it can be conclude that Privacy risk gives significant positive with value (0.274) to shopping decision for millennials generation. Source risk gives significant negative with value (-0.308) to shopping decision for baby boomers generation. Transaction risk gives significant negative with value (-0.306) and (-0.219) to shopping decision for millennials and baby boomers generation. Cognition based trust gives significant positive with value (0.476) to shopping decision for millennials generation. Affect based trust gives significant positive with value (0.405) to shopping decision for baby boomers generation. Privacy risk gives significant positive with value (0.285) and (0.188) to shopping behavior for millennials and baby boomers generation. Source risk gives significant negative with value (-0.259) to shopping behavior for baby boomers generation. Transaction risk gives significant negative with value (-0.319) and (-0.233) to shopping behavior for millennials and baby boomers generation. Cognition based trust gives significant positive with value (0.287) to shopping behavior for millennials generation. Affect based trust gives significant positive with value (0.242) to shopping behavior for baby boomers generation. Privacy risk gives significant positive with value (0.214) towards shopping decision through shopping behavior for millennials generation. Source risk gives significant negative with

value (-0.297) to shopping decision through shopping behavior for baby boomers generation. Transaction risk gives significant negative with value (-0.230) to shopping decision through shopping behavior for millennials. Cognition based trust gives significant positive with value (0.358) to shopping decision through shopping behavior for millennials generation. Affect based trust gives significant positive with value (0.325) to shopping decision through shopping behavior for baby boomers generation. Shopping behavior gives significant positive with value (0.287) and (0.261) to shopping decision for millennials and baby boomers generation.

The result from this exploratory research show that not all variables mediate shopping decision in both generation. In this research transaction risk has a negative influence on shopping decision for both generation but not so significant on baby boomers p value = 0.07. This score is really close to 0.5, and research conclude that transaction risk still give negative effect to baby boomers because path coef result is -0.169. Transaction risk still reduce baby boomers decision in online shopping. This finding same with the prior findings from (Bruseke L., 2016).

Transaction risk also give negative result for shopping behavior on both generation. From this finding, research can determine that both generations still have the same transaction risk. This outcome is also coherent with the findings of (Koyuncu, C. & Bhattacharya, G, 2004) about transaction risk reducing the intention to purchase online and this risk is present to the customer every time he or she pays online. Both age groups are affected by this risk similarly because money is an important issue for both generations.

Source risk become the highest negative significant to shopping decision from this research only to baby boomers generation. This mean source risk will decrease someone purchase decision in online shop. This findings doesn't give the same result for millennials with the prior findings from (Bruseke, 2016) which give a result that source risk has a significant influence on online shopping for both generations, which is higher for baby boomers and lower for millennials. This findings may occur because of the possibility that millennials does not buy from a certain website. From (Bruseke, 2016) said that the reason for the difference between the two generational groups could be that millennials make fast and impulsive purchases (Lissitsa & Kol, 2016) and thus, do not check an online shop carefully before purchasing.

From this research privacy risk give significant positive to shopping decision on millennials generations but not in baby boomers generation. In baby boomers generation privacy risk only give significant result to shopping behavior. This finding is not in accordance with previous research from (Bruseke L. , 2016) that showed privacy risk is the strongest perceived risk from baby boomers. This is not necessarily wrong because there may be a shortage of respondents in this study. In this case, the P-value generated by the privacy risk into behavior actually already show the significant effect but when privacy risk tested directly to shopping decision it gives insignificant value and give the same path coefficient with or without mediation so the mediation cannot be done. A reason for this could be the same with (Bruseke L. , 2016) research that privacy at the same time vaguely, which distinguishes it from its source and complexity, which often have a direct effect people's lives.

Internet users know about personal measuring data theft, however, they do not understand what is going on their data. But in this result millennials generations give significant positive, this could happen because when customer believes that their privacy is safe then the chances of spending in online shopping are even greater.

The result from perceived trust in this research are millennials give positive significant result on cognition based trust to shopping decision and baby boomers give significant positive result on affect based trust to shopping decision. Affect based trust give significant positive result on baby boomers meanwhile cognition based trust give insignificant result to shopping decision. From the prior research (Bruseke L. , 2016) this reason could be the reason why this is happening. (Hsiao, K.L., Chuan-Chuan Lin, J., Wang, X.Y, Lu, H.P., & Yu, H., 2010) find out that trust in a specific website increases the intention to purchase on that specific website, but has no influence on the intention to purchase online at all. In the case of online shopping, baby boomers could build affect-based trust by reading reviews, recommendations or checking certifications. Although reviews are important for baby boomers, they do not always know if they are trustworthy and only influence the intention to buy for specific websites, but not online shopping in general (Hsiao, K.L., Chuan-Chuan Lin, J., Wang, X.Y, Lu, H.P., & Yu, H., 2010)

While cognition based trust is affect positive significant to shopping decision on millennials. This findings could happen because millennial tend to be more individual in their life and according to research from (Grant, 2017) that said millennials generation is both the most individualistic, materialistic, narcissistic culture on record and we are historically the most interested in purpose in life. Company or brands that identify them also define them, this thanks to the authenticity of their ads, the quality of the graphics and that the content is socialized, which also gives a plus to the anchorage that is generated between seller and consumer on this generation (Moreno, Lafuente, Carreón, & Moreno, 2017).

Consumer behavior has significant positive to shopping decision over both generation and this finding same with prior research by (Miau, 2016). Prior research revealed that consumer behavior have a significant effect partially or individuals against the consumer purchasing decisions. The results of this study are similar to (Widayanto, 2017). their research said that direct positive and significant purchase behavior to purchase decision. This could happen because (Schiffman & Kanuk, 2007) which states that attitude is an expression of feelings that come from within the individual that reflects whether someone likes or dislikes, likes or dislikes, and agrees or disagrees with an object.

This findings also explain that consumer behavior affect consumer purchasing decisions. Shopping behavior affect positive significant to shopping decision also give the same result with research from (Widayanto, 2017) and (Miau, 2016). The positive behavior is channeling feelings toward objects and influential on positive results as well. The similarities that occur indicate that the results of this study can strengthen the results of previous research.

V. CONCLUSION

From this research, company need to improve to reduce transaction risk by giving compensation money or money back guarantee to the customer if something happen during the buying and selling process. Customer will feel safe when they know they get their money back in case something happen. Company also can provide money back guarantee when the goods are damaged on the way to customer's place. This money back guarantee can increase consumer desire in their shopping decision from a website. Company also can promote this marketing method in their website, so it's easier for customer to realize this marketing promotion. Source risk give the highest negative significant affect towards shopping decision with and without shopping behavior on baby boomers generation. E-Commerce companies need to improve their website design and give more information to the

customer. Customer need to feel save during the process of buying in the website, therefore company can provide more information about the company, such as address of the office. E-Commerce companies also can provide more information about their security system and give customer call contact in their website. By doing this customer can feel safe because customer know that the company is real. Privacy risk does not give a good result in this research, but researcher can conclude privacy risk still gives effect to both generation. Company can gain more trust from customer on their privacy information by giving them information that all their data will always safe and secure with their website. Company also need to be more transparent with their customer about privacy or information issues. The key strategy of online marketers to increase consumer trust in online exchanges is to display privacy and security seals on their web sites. Company also can provide more protection in their website by giving authentication, authorization, encryption, and auditing. Company need to prevent unauthorized actions to customer's private information from hackers. E-commerce companies should develop mechanisms that would ensure the privacy of the customer is safe in the website even from their own workers. To gain perceived trust from consumer, company should give to the customer the opportunity to assess their credibility. This can be done by giving free sample. In this way, customers can ensure product quality, delivery performance, and delivery times. Or company should give customer a promo discount for their first purchase, by doing this consumer will give opportunities to try buying from online shopping website.

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