



Behavior Patterns of Generation Z Consumers In E-Commerce Shopping Activities In Bengkulu

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Abstract: This research examines the meaning and behavioral patterns of Generation Z consumers in online shopping activities on e-commerce platforms in Bengkulu. Online shopping is integral to Generation Z's daily activities. The research focuses on how Generation Z interprets online shopping activities and the behavioral patterns they form when making online shopping decisions using e-commerce platforms. In practice, online shopping is not understood as simply purchasing goods, but as a meaningful experience for individuals. Generation Z's perspectives on online shopping exhibit diverse patterns, change rapidly, and are influenced by many factors. Generation Z's shopping behavior does not emerge simply. Developments in digital technology, ease of access to information, and social interaction in the digital space have also shaped how Generation Z makes purchasing decisions. However, understanding how personal and social meanings play a role in shaping Generation Z's consumption patterns remains limited. This gap requires further study. The research framework draws on the Theory of Planned Behavior to understand the underlying considerations of Generation Z in making online purchasing decisions. This theory is used to understand how individual attitudes, social norms, and perceptions of the ease and barriers to using e-commerce platforms shape purchasing decisions. For Generation Z, purchasing decisions are not influenced by personal beliefs but by social influences, including the powerful role of peers and influencers. The research approach employed descriptive qualitative methods, using in-depth interviews and observations of digital activities. Qualitative methods were chosen to explore the meaning and patterns of online shopping behavior among Generation Z consumers. The data obtained were analyzed in stages by selecting information, organizing it systematically, and drawing meaningful conclusions from the research findings.

Keywords: Consumer Behavior, Online Shopping, Generation Z

Introduction

Advances in information technology are driving changes in the way society meets its daily consumption needs. This change is particularly noticeable among Generation Z, who have been accustomed to living side by side with digital technology from the start. The use of this technology form habit new in get product And service through shopping Online shopping on e-commerce platforms is considered more effective and efficient (Ardani, 2022). The resulting consumption patterns reflect a shift in society's perspective on the process of fulfilling needs. It's no longer the same. According to Kolter & Keller (2016) generation z utilise various platform e-commerce platforms such as Shopee, Tokopedia, TikTok Shop, and Lazada serve as purchasing platforms. often used Because convenience access as well as experience users Which felt practical. For Generation z activity shopping

online No interpreted as fulfillment needs and is associated with elements of entertainment, self-identity formation and social involvement in the digital environment. According to Harsono et al. (2022), easy access to digital technology has created new shopping patterns among Generation Z. Online transactions are becoming increasingly dominant, even becoming a habit. Consumption behavior is emerging, characterized by impulsive purchases and a reliance on consumer reviews. the strong influence of influencers and live shopping content. The meaning and shopping patterns of Generation Z are formed from the relationship between psychological conditions environment social as well as use technology digital (Schiffman & Wisenblit, 2015). The decision-making process takes place very quickly through digital media (Sudaryanto et al, 2023). Although research on online shopping consumer behavior continues to grow, research specifically examining how Generation Z interprets the online shopping experience and how these patterns are formed remains relatively limited. This situation indicates a research area that needs further exploration. Research is crucial. Study become relevant For deepen understanding about meaning and factors behavior influence decision purchase generation z. In a way theoretical research provides contribution to development studies behavior consumer in era digital. In practice findings study expected can become base consideration for perpetrator business as well as marketers designing strategy marketing more in harmony with characteristics generation z. So it's right on target.

Methodology

Analysis data covers reduction, presentation as well as withdrawal conclusion For understanding research findings (Creswell, 2014). Data reduction is done by selecting and simplifying data raw. Information Which No relevant set aside. Stage This help researchers focus analysis on theme behavior shopping on line. Data Which has reduced Then, it is presented in narrative form and with themes. Behavioral patterns begin to emerge at this stage. Conclusions are drawn gradually by reviewing the data to ensure that the resulting meaning aligns with the respondents' experiences (Miles et al, 2014).

Validity and Reliability

The validity of data in research is maintained through complementary strategies. Triangulation source as well as technique implemented For ensure information Which obtained accurate and deep. Triangulation source done with compare data generation z who have different backgrounds as e-commerce users so that the differences in characteristics help understand the variations in reasons, emotions, habits and preferences in online shopping activities (Miles et al, 2014). Triangulation techniques combine in-depth interviews and behavioral observations because the behavior of generation z is dynamic and observation through a single method is not enough to capture the whole experience (Denzin, 1978). Member check is applied by asking respondents to review the summary of the interview results. has interpreted researchers ensure the meaning that concluded in accordance with their intent. Diligent observations were conducted to understand respondents' digital lives and shopping habits in depth so that the potential for misinterpretation could be minimized (Creswell, 2014). Reliability study guarded through consistency procedure Which transparent, systematic and documented with neat. Question arranged in a way uniform every stage noted as well as the entire process can be

traced back through notes and transcripts (Lincoln & Guba, 1985). Audit trail done with documentation complete, temporary peer debriefing through discussion with colleague colleagues help reduce bias analysis (Miles et al, 2014). With this combination of steps, research is able to produce valid data that can be scientifically accounted for and supports the overall validity of the findings.

Result and Discussion

Based on in-depth interviews and observations with Generation Z in Bengkulu City, it was found that online shopping activities have become part of daily routines. Online shopping is no longer seen as a secondary activity, but rather as a primary consumption practice integrated with a digital lifestyle. Generation Z utilizes e-commerce not only to meet functional needs, but also as a means of entertainment, exploring trends, and establishing social identity. The findings show that Generation Z interprets online shopping as an activity that is practical, efficient, and provides a personalized experience. Ease of access, transaction speed, and flexibility of time are the main reasons for preference for e-commerce platforms. This reinforces the view that digital technology has shifted consumption patterns from previously based on needs to based on experience and convenience. Based on the analysis results, the online shopping behavior patterns of generation Z show the following characteristics:

1. **Oriented towards speed and convenience**, Generation Z prefers platforms that are fast, easy to use, and have intuitive interfaces. Complex processes tend to be avoided.
2. **Influenced by Social Reviews and Recommendations**: Purchasing decisions are heavily influenced by ratings, reviews from other consumers, and recommendations from influencers or peers. This demonstrates the strong influence of subjective norms in the decision-making process.
3. **Responsiveness to Promotions and Digital Trends**: Promotions like flash sales, free shipping, and limited-time discounts trigger impulse purchases. The fear of missing out (FOMO) phenomenon emerges as a powerful psychological trigger.
4. **Tends to be Rational but Situational**: Although often considered impulsive, Generation Z still considers a product's price, quality, and benefits. Impulsive behavior typically occurs when promotional stimuli are particularly strong or emotionally relevant.

Factors Influencing Online Shopping Behavior

Based on research findings, factors that influence Generation Z's online shopping behavior include:

1. **Technological Factors**, Ease of use of applications, speed of access, and system security are the dominant factors that shape user trust and comfort.
2. **Social Factors**, The influence of peers, digital communities, and influencer content greatly determine the direction of purchasing decisions.
3. **Psychological Factors**, Perceived benefits, previous positive experiences, and emotions such as pleasure and satisfaction play an important role in driving repeat purchase behavior.

4. **Economic Factors**, Price, promotions, and perceived value are rational considerations in determining purchasing decisions.

This finding is in line with the Theory of Planned Behavior framework, where attitudes, subjective norms, and perceived behavioral control interact to shape Generation Z's intentions and actual behavior in online shopping.

Discussion

The research findings reinforce the relevance of the Theory of Planned Behavior in explaining Generation Z's online shopping behavior. Positive attitudes toward the convenience and benefits of online shopping drive the intention to use e-commerce. Subjective norms derived from the digital and social environment reinforce this tendency. Meanwhile, perceived behavioral control arises from technical skills and experience using digital platforms.

Conclusion

1. Generation Z views online shopping as an activity that not only fulfills functional needs, but also as a means of entertainment, self-expression, and the formation of social identity.
2. Generation Z's online shopping behavior patterns are characterized by speed, flexibility, dependence on digital information, and the strong influence of the social environment and digital media.
3. The main factors that influence online shopping behavior include technological convenience, promotions and prices, trust in the platform, social influence, and user experience.
4. The Theory of Planned Behavior has proven relevant in explaining the online shopping behavior of Generation Z, where attitudes, subjective norms, and perceived behavioral control shape consumption intentions and actions simultaneously.
5. Online shopping for Generation Z is not just an economic activity, but is part of a digital lifestyle that reflects their values, preferences, and social dynamics.

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