

IMPACT OF ONLINE BUYING BEHAVIORAL TENDENCIES OF GENERATION Z ON THEIR PARENTS' CONSUMPTION BEHAVIOR: INSIGHT FROM INDONESIA

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Abstract	<p>The generation gap has been present since the beginning of humanity and has symbolized one of the challenges of decision-making in families. It affects family members' consumption behavior, namely buying decisions, and creates an interrelated impact on consumption behavior among family members. The aim of this study is to examine factors related to the parents' perceptions of how the new online purchase behavior of their Generation Z children affected their consumption behavior. To meet the research objective, the paper has shed light on Generation Z's new online purchase behavior. A survey was sent to 384 Indonesian parents of Generation Z children to collect their perceptions of consumption behavior. The data were then computed and processed using factor analysis, reliability analysis, regression analysis, as well as correlation and a t-test. The research results indicate that the new online purchase behavior of Generation Z children significantly affected their parents' consumption behavior through different factors, such as online purchase illiteracy and self-control of consumption behavior. The findings also asserted that family consumption behavior is easily influenced by factors associated with parents' perceptions. Moreover, this study also discussed the implications of the findings and identified the areas for future research.</p>
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