

Marketing Communications Across Generations: Insight from Indonesia's Online Marketplaces

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Abstract

Purpose: This study aimed to examine how hedonic and utilitarian browsing behaviors, along with electronic word-of-mouth (eWOM), influenced e-satisfaction and e-loyalty in Indonesia's online marketplaces. It also sought to explore generational differences among Millennials, Generation X, and Baby Boomers in their online shopping behaviors.

Methods: A quantitative approach was used by distributing structured online surveys to 962 respondents who actively use online marketplaces. The collected data were analyzed using Structural Equation Modeling (SEM) with SmartPLS to test the proposed hypotheses. A multi-group analysis was conducted to compare generational responses.

Findings: The results showed that both hedonic and utilitarian browsing significantly influenced e-satisfaction across all generations. However, their effects on e-loyalty and eWOM varied by age group. Millennials and Generation X exhibited stronger and more significant relationships between browsing behavior, e-satisfaction, and e-loyalty compared to Baby Boomers. eWOM and e-satisfaction were also found to play mediating roles in enhancing e-loyalty.

Originality: This study addresses a research gap by examining browsing behavior and eWOM across generations, which have rarely been analyzed together in prior studies. Previous research often focused on single generational cohorts or lacked theoretical integration. By combining TAM, EDM, and SIT, this study offers a more comprehensive framework. A multi-group SEM analysis compares Millennials, Gen X, and Baby Boomers. It reveals unique behavioral patterns that influence satisfaction and loyalty. The findings support the need for segment-specific marketing strategies in Indonesia's online marketplace.

Keywords: Utilitarian Browsing, Hedonic Browsing, e-Satisfaction, Generational Segmentation, Segment-Specific Marketing.

Introduction

Marketing communications play a pivotal role in shaping consumer behavior, particularly in digital environments where personalized, targeted, and interactive messaging is essential to influencing browsing, satisfaction, and loyalty (Sridhar et al., 2022; Mensah & Amenuvor, 2022; Peltier et al., 2024; Dwiputra et al., 2021). In Indonesia's rapidly growing online marketplaces, marketing communications act as a vital bridge between businesses and consumers, shaping attitudes, preferences, and

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purchasing decisions across different age groups (Rachmad, 2022; Simamora & Islami, 2023).

For Millennials, who dominate Indonesia's online marketplace, marketing communications are most effective when personalized, socially engaging, and rich in multimedia content (Cahyani, 2024; Zein et al., 2024). This generation, often referred to as digital natives, is highly responsive to interactive campaigns, influencer endorsements, and user-generated content, which can be amplified through electronic word-of-mouth (eWOM) (Panigoro et al., 2023). Millennials' engagement is driven by social validation through platforms like Instagram and TikTok, where brands use influencers and targeted ads to create emotional connections (Barta et al., 2023; De Veirman et al., 2017; Yan et al., 2024). Effective marketing communications for this group must emphasize convenience, personalization, and community, encouraging advocacy through positive eWOM, which is tied to e-loyalty (Levesque & Pons, 2023; Rodríguez-Ardura et al., 2025; Tyrväinen et al., 2020; Le et al., 2024). Electronic Word of Mouth--eWOM mediates the relationship between brand perception and loyalty in online shopping, underscoring its importance for younger consumers (Kumar et al., 2024; Ngo et al., 2024; Sardar et al., 2021; Ismagilova et al., 2017).

Generation X, in contrast, values marketing communications that emphasize practicality, reliability, and brand trust. This group, having experienced both pre-digital and digital eras, appreciates a mix of traditional and modern marketing strategies. Email newsletters, advertisements, and reviews are critical in their decision-making process. Communications that highlight product reliability, customer service, and long-term value resonate with Gen X, who often compare products and seek detailed information. Utilitarian browsing patterns among this cohort are enhanced by marketing messages that focus on product features, discounts, and ease of use (Indrawati et al., 2022; Suyanto et al., 2024). Studies by Nguyen et al., (2020) and Kim (2021), emphasize the importance of utilitarian factors in decision-making across Southeast Asian markets, showing how Gen X prioritizes efficiency and reliability.

For Baby Boomers, trust and customer service are the most critical aspects of marketing communications. This generation seeks security and simplicity in online interactions. Clear, concise, and informative campaigns that address privacy and security concerns build trust. Baby Boomers respond well to communications that emphasize a company's reputation and history, valuing personalized services such as hotlines or live chat (Rachbini et al., 2024). Giao et al., (2020), showed that high-quality service experiences are vital for customer satisfaction and loyalty among older consumers, who value support and security.

Marketing communications in Indonesia's online marketplaces must adapt to these generational nuances, leveraging technology and culturally relevant content. Multi-channel strategies--social media for Millennials, email for Gen X, and personalized service messages for Baby Boomers--are essential (Murdiana et al., 2024). As Nayak et al., (2022) noted, the rise of mobile commerce in Indonesia makes mobile-friendly communications crucial for all generations, though execution must be tailored to fit each cohort's preferences.

The success of marketing communications in Indonesia's online marketplaces depends on connecting with the unique values and behaviors of different generations. Understanding the communication preferences of Millennials, Gen X, and Baby Boomers allows businesses to craft strategies that increase e-satisfaction and e-loyalty while fostering stronger eWOM (Hill, 2023). Morey et al., (2023) demonstrated how integrating

service quality with eWOM strategies boosts consumer loyalty, reinforcing the importance of addressing demographic needs in marketing.

Despite increasing research on digital consumer behavior, few studies have integrated hedonic and utilitarian browsing with eWOM and examined their combined influence on e-satisfaction and e-loyalty across different generations in the Indonesian online marketplace. Prior works often focused on single cohorts or isolated constructs, leaving a theoretical and empirical gap in understanding generational dynamics in online shopping. This study addresses that gap by applying TAM, EDM, and SIT in a multi-group analysis framework to provide comparative insights across Millennials, Gen X, and Baby Boomers.

Indonesia's rapid digital transformation has reshaped consumer behavior, particularly in online shopping. Understanding the factors influencing satisfaction and loyalty is crucial for businesses. This study examines how eWOM, hedonic browsing, and utilitarian browsing impact e-satisfaction and e-loyalty within Indonesian marketplaces, using the Technology Acceptance Model (TAM), Expectancy-Disconfirmation Model (EDM), and Social Influence Theory (SIT). It explores the behaviors of Millennials, Generation X, and Baby Boomers.

Millennials prioritize convenience, personalization, and social connectivity in online shopping, while Gen X values stability and dependability. Baby Boomers tend to prioritize trust and customer service due to varying levels of digital literacy. (Giao et al., 2020) and Suthianto & Syah (2023) highlighted the importance of generational distinctions in shaping eWOM and customer loyalty outcomes.

TAM examines perceived utility and ease of use, focusing on transaction efficiency and navigation (Shen et al., 2024; Wang et al., 2023). EDM provides insights into how hedonic browsing exceeds consumer expectations, enhancing e-satisfaction, while SIT explains how eWOM builds trust in Indonesia's online retail landscape (Amarullah et al., 2022; Rachbini et al., 2021). The Customer Satisfaction Loyalty Model (CSLM) and Service Quality Model (SQM) emphasize e-satisfaction's role in fostering loyalty, making this study critical for businesses looking to improve customer experiences and brand loyalty (Zhou et al., 2019; Ashiq & Hussain, 2024; Rita et al., 2019). Sachdev & Sauber (2023) and Dwivedi et al., (2024) support the idea that improving e-satisfaction through marketing communications enhances long-term consumer retention and loyalty.

Despite existing research, there remains a gap in understanding generational differences in Indonesia. This study fills that gap by examining how hedonic and utilitarian browsing, along with eWOM, affect e-satisfaction and e-loyalty across generations. The Technology Acceptance Model (TAM), developed by Fred Davis, asserts that consumers' perceptions of technology's usefulness and ease of use significantly influence satisfaction, making utilitarian browsing a key driver of customer loyalty. Studies by Giao et al., (2020); Kolesova & Singh (2019); Lamis et al., (2022), highlight the role of utilitarian browsing in shaping satisfaction and loyalty.

Hedonic browsing, driven by the pursuit of pleasure and emotional fulfillment, enhances e-satisfaction when experiences exceed expectations, as outlined in the Expectancy-Disconfirmation Model (Akdim et al., 2022; Liu et al., 2020). Kolesova & Singh (2019) and Pasaribu et al., (2022), emphasize how visually appealing and emotionally engaging experiences contribute to consumer satisfaction and loyalty. Marketing communications significantly impact consumer behavior in online marketplaces, influencing satisfaction and loyalty through tailored strategies. By catering to the preferences of different age groups and aligning with frameworks like TAM, EDM,

and SIT, companies can effectively use marketing to foster e-satisfaction, eWOM, and e-loyalty across generational divides.

This study is important due to the significant growth of Indonesia's online marketplace and the increasing diversity of digital consumers. Understanding generational differences in online shopping behavior is critical for businesses to design more effective and personalized marketing strategies. Despite a growing body of research, few studies have examined these behavioral differences across generations in the Indonesian context.

This research adopts a quantitative explanatory approach using Structural Equation Modeling (SEM) and multi-group analysis. The objectives are: (1) to analyze the effects of hedonic and utilitarian browsing and eWOM on e-satisfaction and e-loyalty, and (2) to assess how these relationships differ among Millennials, Generation X, and Baby Boomers. This explanatory research seeks to test the theoretical relationships between browsing behavior, satisfaction, eWOM, and loyalty, grounded in the frameworks of TAM, EDM, SIT, CSLM, and SQM. Drawing from several well-established theoretical frameworks, including the Technology Acceptance Model (TAM), the Expectancy-Disconfirmation Model (EDM), Social Influence Theory (SIT), the Customer Satisfaction Loyalty Model (CSLM), and the Service Quality Model (SQM), this study develops its hypotheses to examine the relationships among browsing behavior, e-satisfaction, eWOM, and e-loyalty.

First, utilitarian browsing is expected to positively influence e-satisfaction (Hypothesis 1). According to TAM, when users perceive a platform as useful and easy to use--characteristics of utilitarian browsing--they are more likely to experience satisfaction. In this sense, utilitarian browsing, which focuses on efficiency and goal-directed activity, enhances perceived usefulness, leading to greater e-satisfaction. *Second*, hedonic browsing is also hypothesized to positively influence e-satisfaction (Hypothesis 2). The EDM posits that satisfaction results from experiences that meet or exceed expectations. Hedonic browsing, which emphasizes enjoyment and emotional engagement, often exceeds consumer expectations and, therefore, contributes positively to e-satisfaction.

Third, the relationship between utilitarian browsing and eWOM (Hypothesis 3) is grounded in Social Influence Theory. Consumers who efficiently complete tasks through utilitarian browsing are more likely to have positive experiences and share them with others. These shared experiences form the basis of electronic word-of-mouth (eWOM), which significantly shapes online reputations and consumer decisions. *Similarly*, hedonic browsing is expected to enhance eWOM (Hypothesis 4). The positive emotional outcomes from enjoyable browsing experiences motivate users to share their satisfaction with others online, reinforcing the influence of social dynamics as described in SIT.

Fifth, eWOM is predicted to positively influence e-loyalty (Hypothesis 5), as outlined in the Customer Satisfaction Loyalty Model. Positive eWOM not only strengthens brand perception but also fosters deeper emotional connections with the brand, which translates into long-term consumer loyalty. In line with TAM, utilitarian browsing is also expected to affect e-loyalty positively (Hypothesis 6). When consumers perceive that the online experience helps them achieve their goals efficiently, their satisfaction may evolve into a preference and loyalty toward the platform.

Likewise, hedonic browsing is hypothesized to influence e-loyalty (Hypothesis 7). According to EDM, enjoyable and engaging shopping experiences increase satisfaction, which can in turn, enhance consumers' willingness to continue using and advocating for

the platform, reflecting loyalty. *Furthermore*, e-satisfaction is expected to enhance eWOM (Hypothesis 8). EDM emphasizes that satisfied customers are more inclined to share their positive experiences. In an online setting, this sharing manifests as eWOM, amplifying the platform's reputation through user testimonials and peer recommendations.

Finally, e-satisfaction is predicted to positively influence e-loyalty (Hypothesis 9), following the CSLM. Satisfied customers are more likely to return to the same platform, recommend it to others, and maintain a long-term relationship with it. By aligning each hypothesis with these well-established theoretical frameworks, the study establishes a robust theoretical foundation for examining the impact of hedonic and utilitarian browsing on e-satisfaction and eWOM and their implications for e-loyalty in Indonesia's online marketplace.

Methods

This study adopted a quantitative explanatory approach to analyze the relationships among hedonic and utilitarian browsing, e-satisfaction, eWOM, and e-loyalty across different generational cohorts in Indonesia. The research targeted the population of active online marketplace users and employed purposive sampling to ensure generational representation (Millennials, Generation X, and Baby Boomers). A total of 962 respondents completed a structured online survey, with measurement items adapted from previous studies and pre-tested for clarity and relevance. The data were analyzed using Structural Equation Modeling (SEM) with SmartPLS, chosen for its suitability in modeling latent variables and handling complex relationships. A multi-group analysis was conducted to explore generational differences. While no major methodological modifications were introduced, the study's novelty lies in the integration of TAM, EDM, SIT, CSLM, and SQM within a single framework, offering a comprehensive view of browsing behavior, satisfaction, and loyalty in the context of Indonesia's online marketplace.

Results

Table 1 presents the demographic profile of the 962 respondents who participated in the study on online marketplace behavior in Indonesia. The majority were female (57.8%) and primarily Millennials aged 20–39 years (50.5%), followed by Generation X (31.2%) and Baby Boomers (16.2%). Most respondents held a postgraduate degree (43.9%) or a bachelor's degree (37.0%). Geographically, a large proportion resided in the Greater Jakarta Area (79.9%), with smaller segments from other regions like West Java, Central Java, East Java, and others. In terms of income, nearly one-third (31.6%) earned over 10 million IDR monthly, indicating a significant representation of higher-income consumers. Overall, the sample reflects a digitally literate, educated, and urban demographic base, offering a relevant cross-generational perspective on online shopping behavior in Indonesia.

Table 1. Respondent Demographics

Demographics	Frequency	Percent
Gender		
Male	606	42.2
Female	556	57.8
Age		
<20 years	20	2.1

20–39 years (Millennials)	486	50.5
40–54 years (Gen X)	300	31.2
55–74 years (Baby Boomer)	156	16.2
Highest Education Attained:		
High School or Equivalent	144	15.0
Diploma	40	4.2
Bachelor's Degree (S1)	356	37.0
Postgraduate (S2/S3)	422	43.9
Residence:		
Greater Jakarta Area	767	79.9
West Java & Banten	89	9.3
Central Java & Yogyakarta	30	3.1
East Java	23	2.4
Other	53	5.5
Monthly Income		
<2.5 million IDR	154	16.0
≥2.5 million-5 million IDR	208	21.6
>5 million-7.5 million IDR	168	17.5
>7.5 million-10 million IDR	128	13.3
>10 million IDR	304	31.6

Note: IDR=Indonesian Rupiah

Table 2 and Table 3 present the results of the measurement model validation used in this study. These tables report both the reliability and loading factor of items in relation to their respective latent constructs: Hedonic Browsing, Utilitarian Browsing, e-loyalty, e-satisfaction, and eWOM (electronic word-of-mouth). The composite reliability values for all constructs exceed 0.90, indicating excellent internal consistency. Each item shows strong loading factors (mostly >0.75), which confirms that they are valid indicators of their constructs. For instance, e-Loyalty items such as recommending the platform (LOY1–LOY4) have high loadings (0.82 to 0.92), showing they accurately reflect customer loyalty. Similarly, e-Satisfaction and eWOM items exhibit robust loadings (e.g., SAT2=0.92; WOM2=0.91), signifying they are reliable representations of customer satisfaction and word-of-mouth behaviors. Overall, these tables confirm that the constructs are well-measured, reliable, and valid for structural equation modeling analysis.

Table 2. Validity and Reliability Testing Results

Items	Constructs	Reliability	Loading Factor
HDB1: Online chat rooms are made possible by e-commerce platforms (Novak et al., 2000).	Hedonic Browsing	0.91	0.67
HDB2: Protecting the personal data that has been submitted (Gefen et al., 2003)			0.78
HDB3: Secure transactions are guaranteed by online purchasing platforms			0.85
HDB4: Online retailers ensure privacy and secrecy (Gefen et al., 2003)			0.84
HDB5: Digital marketplaces streamline the process of searching for items (Childers et al., 2001)			0.78

HDB6: Generally, this e-commerce platform makes transactions fairly simple (Gefen et al., 2003)			0.77
LOY1: I recommend this internet-based marketplace to others (Oliver, 1999).			0.89
LOY2: I tell others about this internet marketplace for shopping (Oliver, 1999).	e-Loyalty	0.92	0.92
LOY3: I tell people about this internet marketplace in a positive light (Oliver, 1999).			0.87
LOY4: In the future, this online marketplace will be my first pick for shopping (Oliver, 1999).			0.82
SAT1: The online store where I recently made my purchase has greatly satisfied me (Szymanski & Hise, 2000).			0.84
SAT2: I want to stay in touch with this online retailer for a very long time (Szymanski & Hise, 2000).	e-Satisfaction	0.93	0.92
SAT3: I have a strong sense of commitment to this internet retailer (Szymanski & Hise, 2000).			0.90
UTB1: Online marketplaces are a lot of fun (Childers et al., 2001).	Utilitarian Browsing	0.92	0.82
UTB2: The platforms for online purchasing are really cozy (Childers et al., 2001).			0.83
UTB3: The appearance of online shopping platforms is defined by the professional use of colors, fonts, graphics, and animated features. (Childers et al., 2001).			0.86
UTB4: Creative design is a feature of online commerce platforms (Childers et al., 2001).			0.85

Note: These tables report the internal consistency validity and reliability (composite reliability) and factor loadings for item hedonic browsing, e-loyalty, e-satisfaction, and utilitarian browsing

Table 3. Validity and Reliability Testing Results (continuous from Table 2)

Items	Constructs	Reliability	Loading Factor
UTB5: In general, the designs of online purchasing platforms are visually pleasing (Childers et al., 2001).	Utilitarian Browsing	0.92	0.82
WOM1: Following purchases made on an online marketplace, I post on my social media experiences as a customer (A. J. Kim & Ko, 2012).	e-WOM	0.93	0.87
WOM2: I spread the word about good and useful information I come across about goods and services on social media (A. J.			0.91

Kim & Ko, 2012).

WOM3: I share my thoughts about this
online buying platform on social media as I
learn about it (A. J. Kim & Ko, 2012). 0.92

Note: These tables report the internal consistency validity and reliability (composite reliability) and factor loadings for item e-WOM

Table 4 provides an overview of the outcomes of nine hypothesis tests investigating the connections between different constructs in the research investigation. The results derived from hypothesis testing using the provided dataset unveil notable relationships among diverse factors impacting consumer behavior within the realm of the Indonesia Online Marketplace.

To ascertain the significance of the correlations between predictor and result variables in regression analysis, hypothesis testing is performed. The alternative hypothesis contends that there is a relationship between the variables and that the regression coefficient, or the predictor's effect on the outcome, is not zero, contrary to the null hypothesis assumption that it is. Regression coefficients and corresponding p-values for the three age groups represented in this scenario are Millennials, Gen X, and Baby Boomers. The impact of each predictor variable on an outcome variable is represented by a coefficient. For example, the effects of utilitarian or hedonic browsing on eWOM (electronic word-of-mouth), e-loyalty, and satisfaction respectively.

The chance of finding a relationship between the predictor and the outcome variables, assuming the null hypothesis (no relationship) is true, is shown by the p-value corresponding to each coefficient. A statistically significant link between the predictor and the outcome variable is indicated by a p-value smaller than the selected significance level, which is often 0.05. We can determine the significance of the correlations for each age group by analyzing the offered p-values. Several coefficients show statistically significant correlations between the predictors and outcome variables for Gen X and Millennials (p-values \leq 0.05). This implies that e-Loyalty and eWOM among these age groups are highly influenced by characteristics such as Hedonic Browsing, Utilitarian Browsing, and e-Satisfaction.

Fewer coefficients, nevertheless, have statistically significant p-values for Baby Boomers. The only two correlations with p-values $<$ 0.05 are Utilitarian Browsing \rightarrow e-Loyalty and Utilitarian Browsing \rightarrow e-Satisfaction, indicating statistically significant associations between the predictors and outcome variables in this age group. Based on the available data, other associations, including those involving Hedonic Browsing, don't seem to be statistically significant among Baby Boomers. These results suggest that different age groups may experience distinct effects from browsing behavior and satisfaction on e-Loyalty and eWOM. Comprehending these distinctions might prove advantageous in customizing marketing tactics and offerings to more effectively satisfy the inclinations and requirements of demographic groups. Deeper insights into customer behavior across various age demographics may be obtained through additional study and consideration of relevant elements.

Table 4. Regression Coefficients and P-Values

Hypothesis	Millenials		Generation X		Baby Boomers	
	Coffi- cients	P- Values	Coffi- cients	P- Values	Coffi- cients	P- Values
Hedonic Browsing ->	0.044	0.359	-0.049	0.307	0.022	0.785

e-Loyalty						
Hedonic Browsing -> e-Satisfaction	0.420	0.000	0.420	0.000	0.424	0.000
Hedonic Browsing->e-WOM	0.138	0.030	-0.053	0.504	0.140	0.155
Utilitarian Browsing -> e-Loyalty	0.025	0.599	0.091	0.127	0.181	0.036
Utilitarian Browsing -> e-Satisfaction	0.360	0.000	0.361	0.000	0.344	0.001
Utilitarian Browsing -> e-WOM	0.127	0.071	0.046	0.569	0.064	0.592
e-Satisfaction->e-Loyalty	0.541	0.000	0.417	0.000	0.368	0.000
e-Satisfaction->e-WOM	0.155	0.019	0.547	0.000	0.485	0.000
e-WOM->e-Loyalty	0.338	0.000	0.453	0.000	0.368	0.000

Note: This table presents the results of hypothesis testing using SmartPLS for each generational cohort

For companies looking to improve customer satisfaction and optimize their marketing tactics, the findings of the disparate relationships between browsing activity, satisfaction, and electronic outcomes across different age groups have important managerial implications. Managers can improve customer engagement and loyalty by customizing their tactics to better suit the requirements and preferences of demographic segments by having a deeper understanding of these consequences.

The statistically significant correlations found between predictors like e-satisfaction, e-utilitarian browsing, and hedonic browsing and outcomes like e-loyalty and eWOM indicate that millennials and Gen X are especially receptive to the experiential and utilitarian elements of online interactions. Managers should concentrate on improving the user experience and offering these segments useful benefits to promote word-of-mouth referrals and loyalty. Investing in features that improve user happiness during transactions and browsing could pay off handsomely in terms of customer advocacy and retention.

On the other hand, the results for Baby Boomers show a more complex correlation between browsing habits and digital outcomes. Although e-loyalty and e-satisfaction seem to be significantly impacted by Utilitarian Browsing, other factors like Hedonic Browsing might not have the same impact on this group. When developing online platforms and services for Baby Boomers, managers should give top priority to functional factors that guarantee user-friendliness, dependability, and usefulness. Approaches that prioritize ease of use, effectiveness, and problem-solving are probably going to connect with this group more deeply.

These results highlight the value of segment-specific marketing tactics and the necessity for companies to modify their plans considering the distinctive traits and inclinations of various age groups. Managers may improve customer engagement, contentment, and loyalty by customizing their offers to match the browsing habits and satisfaction drivers of Gen X, Baby Boomers, and Millennials. This will ultimately lead to long-term business success in the fiercely competitive digital market.

Discussion

By including pertinent marketing theories that explain consumer behavior and segmentation, the management implications derived from the data can be strengthened even more. The Theory of Planned Behavior (TPB) and the Generational Cohort Theory

are two well-known theories that can improve comprehension. According to TPB, an individual's intentions determine their actual conduct, which is shaped by their attitudes, subjective norms, and perceived behavioral control. When TPB is applied to the data, it becomes easier to understand why different age groups react differently to browsing behavior and satisfaction levels. For example, when surfing for hedonic or utilitarian purposes, Millennials and Gen X may exhibit better favorable attitudes toward online experiences and perceive greater control over their online behavior, leading to higher levels of e-loyalty and eWOM. On the other hand, the Generational Cohort Theory postulates that people who grow up in similar historical contexts and under similar cultural influences have unique beliefs, attitudes, and behaviors. This hypothesis provides some background for understanding why various age groups react to browsing behavior and satisfaction levels in different ways. Managers can obtain deeper insights into the underlying reasons for consumer behavior across various age groups by integrating these ideas with the findings. This can help inform the development of more focused and successful marketing strategies that appeal to demographic groupings. In the context of post-COVID-19 consumer behavior, (Azhar et al., 2022) found that social media eWOM significantly influenced revisit intentions, highlighting how digital word-of-mouth plays a key role in shaping ongoing consumer engagement in the aftermath of the pandemic.

Figure 1 provides a visual representation of the nine hypotheses under investigation to provide a better understanding of the relationships between the variables in this study. The regression coefficients are shown in this figure, demonstrating the extent to which one variable influences another. The line's thickness indicates the degree to which the relationship between the variables has a relative influence. In Indonesia's online marketplace, the findings from this study provide crucial insights into the relationships between hedonic and utilitarian browsing, e-satisfaction, eWOM (electronic word-of-mouth), and e-loyalty. These results emphasize the importance of customized marketing communication strategies that cater to different consumer segments. By integrating marketing communications with established frameworks, such as the Customer Satisfaction Loyalty Model, Expectancy-Disconfirmation Model (EDM), Technology Acceptance Model (TAM), and Social Influence Theory (SIT), businesses can more effectively drive consumer satisfaction and loyalty.

The positive influence of utilitarian browsing on e-satisfaction aligns with TAM, which suggests that consumers are more satisfied when systems are easy to use and provide tangible benefits. Marketing communications should, therefore, emphasize the platform's utility, focusing on features such as transaction efficiency, smooth navigation, and ease of use. These messages must clearly communicate the practical benefits of the platform, particularly for utilitarian-minded consumers like Generation X, enhancing their perceived utility and satisfaction. Effective communication around functionality helps build trust and fosters long-term loyalty.

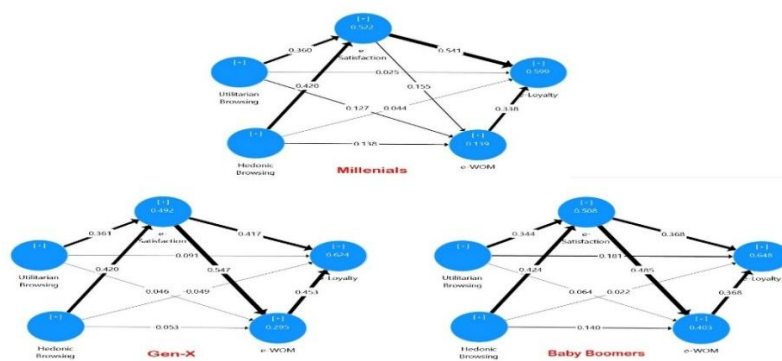


Figure 1. The interrelationships between variables (Source: Processed by Researchers)

In addition to highlighting functionality, marketing communications should create seamless user experiences. Clear and concise messages that address user pain points--such as simplifying the purchasing process--can boost e-satisfaction. Giao et al., (2020) emphasized that promoting e-trust and satisfaction through website quality and functionality enhances consumer loyalty. This approach allows businesses to communicate platform efficiency and contribute to stronger customer retention.

The study also shows that hedonic browsing positively impacts e-satisfaction, which is consistent with the Expectancy-Disconfirmation Model. Marketing communications targeting this browsing behavior should focus on creating engaging and immersive campaigns that appeal to emotions. Elements like personalized recommendations and interactive content can create enjoyable shopping experiences, driving higher satisfaction and brand loyalty, especially among Millennials. As Pasaribu et al., (2022) noted, emotionally engaging experiences are key to fostering loyalty in highly competitive digital markets.

Both utilitarian and hedonic browsing contribute to positive eWOM, reinforcing the relevance of Social Influence Theory in marketing communications. Businesses can amplify positive word-of-mouth by encouraging satisfied customers to share their experiences through strategically crafted campaigns. Giao et al., (2020) demonstrated that positive eWOM enhances brand perception and loyalty, making it a powerful marketing tool, especially in peer-influenced digital spaces. By incorporating features like referral programs and social sharing into their communication strategies, businesses can extend their reach and build credibility.

Marketing communications should also leverage social influence to expand the customer base. Campaigns that feature referral incentives, social media challenges, or customer testimonials create a ripple effect that attracts new customers. Furthermore, addressing customer feedback through public channels strengthens brand trust and loyalty. These efforts help businesses build long-term relationships by ensuring their communications resonate with consumers.

The connection between e-satisfaction, eWOM, and e-loyalty, as outlined by the Customer Satisfaction Loyalty Model, reinforces the idea that satisfied customers are more likely to advocate for a brand and remain loyal. Marketing communications play a crucial role in reinforcing this relationship by engaging customers with personalized, responsive messaging. Campaigns that focus on customer service and loyalty programs can enhance brand loyalty. Businesses should ensure that their customer service training and feedback mechanisms are clearly communicated through marketing channels, demonstrating their commitment to customer satisfaction.

The study’s findings highlight the vital role of both hedonic and utilitarian browsing

in shaping eWOM, e-loyalty, and customer satisfaction in Indonesia's online marketplace. For businesses, aligning marketing communications with these insights is essential to improving customer experiences and driving commercial success. Marketing strategies should balance the functional and emotional aspects of consumer behavior to increase engagement and loyalty.

From a practical perspective, these findings underscore the importance of creating a balance between utilitarian and hedonic browsing experiences. Marketing communications should reflect this balance, promoting both the platform's functional benefits and its emotional appeal. Managers can use these insights to guide strategic decisions on platform design, while marketing teams ensure these features are effectively communicated across all channels.

The study also supports the expansion of theoretical frameworks like TAM, EDM, SIT, and the Customer Satisfaction Loyalty Model. By emphasizing both utilitarian and hedonic browsing in marketing strategies, businesses can better influence e-satisfaction, eWOM, and e-loyalty, offering actionable insights for improving customer retention and satisfaction.

While the study provides valuable contributions, it also has limitations, such as the reliance on a Greater Jakarta sample, potential self-reporting biases, and a cross-sectional design that limits causal interpretations. Future research should explore other contextual factors, including longitudinal changes, to provide a more comprehensive understanding of how marketing communications shape consumer behavior. This study highlights how marketing communications can enhance hedonic and utilitarian browsing experiences, helping businesses develop strategies that resonate with diverse consumer groups. By aligning marketing communications with consumer preferences, businesses can improve customer engagement and loyalty in Indonesia's competitive online marketplace. Future research should continue to explore the evolving role of marketing communications in the digital age.

Conclusion

This study provides comprehensive insights into how marketing communications influence online consumer behavior across three generational segments--Millennials, Generation X, and Baby Boomers--in Indonesia's growing digital marketplace. By analyzing the effects of hedonic and utilitarian browsing, along with electronic word-of-mouth (eWOM), on e-satisfaction and e-loyalty, the study confirms that generational differences significantly shape consumer responses. Millennials tend to be more emotionally driven by hedonic experiences, while Gen X responds to practical value, and Baby Boomers prioritize usability and trust. These findings reinforce the applicability of TAM, EDM, SIT, CSLM, and SQM in the context of segmented online marketing. The study contributes to theory by integrating these models in a generational framework and offers practical implications for businesses to implement segment-specific strategies, such as immersive digital content for Millennials, value-driven messaging for Gen X, and trust-focused communications for Baby Boomers. Furthermore, the results suggest that marketers must design multi-channel, tailored approaches that reflect the unique browsing motivations and satisfaction drivers of each age group to enhance loyalty and advocacy. For future research, longitudinal studies could track changes in generational behavior over time, and expanded models could explore the role of moderating factors such as digital trust, technological familiarity, and AI-driven personalization to extend theoretical understanding and practical applications.

Conflict of Interest

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organizations related to the material discussed in the manuscript.

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