Discriminant Analysis of E-Marketing Mix in Online Purchasing Decision and its Implication for Millennials Students Education

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Abstract
The study aims to analyze the variables of e-marketing mix (product, price, place, promotion, personalization, privacy, customer service, community, site, and sales promotion) that can differentiate consumer purchasing decisions from generation millenial and non-millenial. This study is expected to provide an understanding of digital consumer buying behavior related to the generation of millenials students. The study population are all the people who have made a purchase online, while samples are selected based on purposive random sampling as 200 respondents. The data analysis uses a discriminant analysis IBM SPSS Statistics program 22. The test results prove that the discriminant variable sites and communities are able to discriminate against cross-generational purchase decisions.

Keywords: Discriminant Analysis, E-marketing Mix, Millenial Generation, Online Purchasing Decisions

INTRODUCTION
In 2020 the millenial generation is estimated to be the largest in Indonesia. Millenial generation or digital native generation is the generation that grew up in an all-digital environment. Furthermore, according to Fajrian (http://soclab.co/mengenal-para-millennial-konsumen-anda/), millennials are optimistic, goal oriented, independent, hopeful, obsessed by success, confident, concerned with lifestyle, and depending on the technology. The survey shows that as many as 58% of the millenial like shopping, 65% like culinary and 20% like traveling. Digital natively supported by a number of technologies to facilitate living, including when deciding on the purchase of the product.

In the digital era, Kalyanam and McIntyre (2002) identified 11 functions of e-marketing are described in terms of marketing mix elements (e-marketing mix). Eleventh functions of e-marketing are product, price, place, promotion, personalization, privacy, customer service, community, site, and sales promotion. The majority of internet users in Indonesia and abroad have made a purchase online. Online shopping start to become a trend because online shopping decision process is not as complicated as offline purchase decision. Shopping online does make it easier, save time and costs compared to traditional shopping.

Two out of ten millennials claim to shop online more than 3 times a month which makes them potential to become “online shopping addicts”, most of them are persuaded by discounts or pop-up advertisements made by online shopping websites (Gilang, 2018). Furthermore, Gilang (2018) states that the psychological condition of online shopping addicts has similarities with other addicts. They have both physical...