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Identification of the Factors Affecting the Frequency of Online Shopping of Millennial and Post-Millennial consumers

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ABSTRACT

Objective – The paper focuses on the identification and specification of the Y and Z Generation online consumer behaviour and analysis of factors affecting the frequency of online shopping for young Slovak consumers. The aim of this paper is to identify the factors affecting the frequency of online shopping among Millennials and Post-Millennials consumers.

Methodology – The primary data collection was done by the self-administrated questionnaire and involved 758 respondents from the Slovak republic. The method of ordinal logistic regression was applied with the focus on the 45 factors influencing the frequency of online shopping were examined within two models.

Findings – The results of the research on the online shopping consumer attributes revealed 13 statistically significant factors affecting the frequency of online shopping.

Novelty - The attention is focused on the impact of individual characteristics of respondents, their online consumer attributes, their attitudes towards online shopping, financial risk perception, the impact and perception of promotion on their purchasing decisions, perception of the importance of guaranteeing risk-free online shopping, product range offer, and individual characteristics of an e-shop.

Type of Paper: Empirical

JEL Classification: M31, M39.

Keywords: Millennials; Post-Millennials; frequency of online shopping; e-commerce; consumer behaviour;

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1. Introduction

The massive influx of new technologies has caused a rapid boom in e-commerce. It brings undeniable benefits to traders - cost reduction (it eliminates the need for rental or purchase of premises), expansion of business and increased outreach (it makes products reachable for customers around the whole world and provides the opportunity to reach a wider audience), better marketing opportunities (it allows to use a huge number of marketing tools and techniques), increased profitability (due to possibility of continuous operation 365 days a year and the resulting higher number of orders), lower risk, better image, and brand awareness, etc.

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Besides that, in today's busy world many people don't have time to physically do shopping, instead increasingly more people prefer online shopping since it offers time and money savings, simplicity, and convenience. In addition, the COVID-19 pandemic significantly affected the retail shopping environment; causing a multitude of brick-and-mortar stores to be forced to close as part of pandemic measures and lockdowns). According (Davis et al., 2021), social distancing norms caused by the COVID-19 global pandemic led to customers' preference to buy groceries, daily necessities, electronics, food, etc. online. All of the above-mentioned has contributed to the huge expansion of e-commerce and the strengthening of online sales. A lot of studies have been conducted to identify the factors influencing consumers towards online shopping, but not many of them are focused only on a certain generational cohort. The presented study is concerned with the factors that affect the frequency of online shopping of Millennials and Post-Millennials consumers.

2. Literature Review

Many factors, such as detailed information, comfort and relaxed shopping, less time consumption, variety, quick service, discounted prices, feedback from previous customers, services like free shipping, cash on delivery, exchange and returns influenced consumers popularity and preference of online shopping over traditional shopping (Daroch et al., 2021). Understanding of motives of the online consumer behaviour is crucial to compete in today's globalized and highly competitive world. The past years have been a period of a rapid growth in the digital world; what is current and relevant today for nowadays consumers, could be obsolete and out-of-date tomorrow (Štefko & Steffek, 2018). The increase in e-commerce and the follow-up prevalence of online shopping "has attracted the attention of researchers in the field of marketing" (Lim et al. 2016; Tandon et al. 2017 in (Davis et al., 2021). Online consumer behavior is a complicated socio-technical phenomenon and involves too many factors (Javadi et al., 2012) and its studying "has been one of the most important research agendas in e-commerce during the past decade" (Chen 2009) in (Javadi et al., 2012). (Javadi et al., 2012) points out that "prior research has shown that there are many factors that affect online consumer behavior, but a complete coverage of all potential factors in one research model is almost impossible". In this study, the most common factors affecting frequency of online shopping were selected. First of all, the significance of demographic factors like gender, age, residence and consumers budget are the most important factors from marketer's point of view.

The following researches revealed significant gender and generational differences in these areas: in the perception of promotion and security factors influencing consumer behavior when shopping online (Kumar et al., 2019); the amount of money spend on online shopping (Verma & Patel, 2018); the loyalty program membership and the e-shop special offers (Radojka & Filipović, 2017); in the perception of the risk of online payment methods associated with the online shopping (Awan & Ho, 2017); shopping intentions influenced by the level of interactivity of the website and information diagnostics (Lin et al., 2019); the level of importance of high quality products purchased online (Zhang et al., 2014); the social media advertising influence on the online shopping decision making process (Poornima et al., 2019) (Ali Taha et al., 2021). Other authors in this area have conducted research focused on advantages of online shopping that changes customers' intentions and e-commerce satisfaction. Padmaja and Mohan (2015) found out, that comfortability and convenience are the important drivers of online shopping. (Arora & Aggarwal, 2018) in their study highlighted the importance of perception of the benefit factors e.g. price, convenience, variety of products and from the perception of the risks associated with online shopping, e.g. financial and product risk, or hedging risk (Kamalul Ariffin et al., 2018). Perceptions of these factors and their impact on consumer online shopping vary in different countries (Clemons et al., 2016) (Saxena et al., 2018) (Saxena, 2019). Some authors focused on the significance of security and risk factors associated with online payment like acceptance of cookies and use of anonymous window while shopping (Fedorko et al., 2018), preference and

wide range of payment methods (Yu et al., 2020) and concerns about secure provision and misuse of personal data (Kamalul Ariffin et al., 2018) (Guo et al., 2012). Some companies focusing on marketing research (Yes marketing, 2017) (Push ON, 2020) (Verizon media, 2020) found out, that brick and mortar shops are still important in decision-making process of young consumers. They prefer to gain the information about products they want to buy in a more classic way - physically and personally. The last area of factors concerns on the effect of the factors affecting the preference of e-shops by the young consumers. The wide range of a previous studies analyzed the importance of these individual factors: the origin of a trader (Hoque et al., 2015) (Zucchella et al., 2018); convenient prices (Arora & Aggarwal, 2018) (Padmaja and Mohan 2015); e-shop reputation (Stefko et al., 2015); e-shop design and orientation (Guo et al., 2012); Corporate Social Responsibility engagement (Brodie et al., 2011); e-shops' employee satisfaction and the offer of a local products from local producers (Cao, 2018); online support and call center availability (Vila & Kuster, 2011); the offer of a specialized goods, free delivery and free of charge goods return (Voltemar, 2019).

3. Research Methodology

The main goal of the paper is to identify the factors affecting the frequency of online purchases (and thus their preference) within the Slovak e-commerce market. Reflecting the attributes of this issue, our research model was conceived regarding these groups of factors: 1. respondents' characteristics; 2. respondents' budget; 3. perception of the advantages of online shopping; 4. preferences for online purchases of specific products; 5. the influence of security factors and payment methods; 6. the effect of the factors affecting the preference of e-shops. Based on these specifics, we formulated several hypotheses, which are summarized in Table 1.

The primary data were collected in November 2019 through a self-administrated questionnaire containing 45 items (factors) potentially affecting the frequency of respondents' online shopping. The research sample consisted of 758 respondents from the Slovak Republic. For the purpose of our research, respondents were given questions through an electronically distributed questionnaire published on the Google Forms platform. The question concerning the frequency of online purchases was closed and evaluated by five categories, namely whether the respondents make purchases through the e-shop less than once a month (number 2), monthly (number 3), every two weeks (number 4), weekly, resp. on a daily basis (number 5). Generalized linear models (McCullagh & Nelder, 1989), namely ordinal logistic regression, were used to quantify the effect of selected factors. The step-wise technique was used to select a suitable set of predictors from the considered matrix of factors. The presence of multicollinearity in the model was also determined by means of variance inflation factor (Mansfield & Helms, 1982). Cook's distance and standardized residuals (Cook, 1977) were used to determine influential values. The Akaike information criterion (Akaike, 1974) and the Bayesian information criterion (Schwarz, 1978), respectively, were used to determine model selection. The Receiver Operator Characteristics and Area under the Curve (Hanley & McNeil, 1982) were also used to determine the quality of the model, while the type I and type II errors were optimized using a threshold. MS Excel and R (3.4.3) with RStudio (1.1.442) were used for the data processing.

Table 1 List of hypothesis

Group		Hypothesis
Respondents characteristics	H1.01	Gender
	H1.02	Residence
	H1.03	Age (generation)
Budget	H2.01	Monthly budget for overall purchases
	H2.02	Monthly budget for online purchases
	H2.03	The height of an amount of a single online payment
Advantages of online shopping	The level of an agreement with following statement: I prefer online shopping because of:	
	H3.01	I prefer online shopping because of time saving
	H3.02	I prefer online shopping because of its comfortability
	H3.03	I prefer online shopping because of its convenience
	H3.04	I prefer online shopping because of social distancing
	H3.05	I save my money and time by looking for the best goods (by using the price comparator)
	H3.06	E-shops will replace brick-and-mortar shops
Preference for specific products through online shopping	I prefer online shopping of these goods instead of buying them in brick-and-mortar shops:	
	H4.01	books
	H4.02	music
	H4.03	journals
	H4.04	cosmetics
	H4.05	e-learning
	H4.06	E-tickets (bus, train, cinema etc.)
Security factors and payment methods	H5.01	preference of a specific payment method
	H5.02	perception of the fact that the payment by PayPal is more safe than the credit or debit card payment
	H5.03	concerns about the misuse of personal data
	H5.04	concerns about the secure provision of personal data
	H5.05	preference of using anonymous window during online shopping
	H5.06	the acceptance of using cookies of e-shop's websites by respondent
	H5.07	respondent's conviction that cookies influence the price amount
	H5.08	the wide range of payment methods
The effect of the factors affecting the preference of e-shops	The importance of a factors influencing preferences of a consumer:	
	H6.01	factor –the origin of trader is Slovak
	H6.02	factor –the origin of trader is foreign
	H6.03	factor – the call centre availability
	H6.04	factor –the wide range of local goods
	H6.05	factor –the wide range of foreign goods
	H6.06	factor –the offer of a specialized goods
	H6.07	factor –convenient prices
	H6.08	factor –employee satisfaction
	H6.09	factor –e-shop design and orientation
	H6.10	factor –free delivery
	H6.11	factor - e-shop reputation
	H6.12	factor –wide range of payment methods
	H6.13	factor –the safety certification of an e-shop
	H6.14	factor - online support

H6.15	factor – free of charge goods return
H6.16	factor –Corporate Social Responsibility engagement

Source: own processing

4. Results

Based on the characteristics of the used variables stated above the model of ordinal logistic regression was used. The condition of the observation‘s independence and the character of dependent variable were fulfilled with regard to the fact, that dependent variable is defined like ordinal and with regards to data collection character. Due to low number (less than 50) of respondents expressing frequency of on-line shopping “on daily basis”, this category was connected with the category “once a week” (number 5). With reference to preference probability (0.1399) of the least extensive category (currently described above and designed out of two answers related to the highest frequency) and the sample of 758 respondents, the maximum of 23 predictors could be predicted within one GLM model.

Based on the number of significant categories within individual factors, previous number of 45 predictors was reduced to 22 in the first GLM model. Remaining significant factors were analysed within the second GLM model (23 factors). This condition related to our models was met. The results of the first GLM model are observed in Table 2.

Table 2 The results of the first GLM model

	Coef.	Standard error	t-value	p-value	Odds ratio	Confidence Interval 2.50%	Confidence Interval 97.50%
Age (H1.03)	0.8722	0.1110	7.8557	3.98E-15	2.3923	1.9251	2.9752
Budget (H2.01)	0.0024	0.0005	5.0236	5.07E-07	1.0024	1.0015	1.0034
Online purchases budget:							
H2.02-2	0.7757	0.1090	7.1153	1.12E-12	2.1722	1.7547	2.6907
H2.02-3	0.8768	0.1836	4.7766	1.78E-06	2.4032	1.6759	3.4435
H2.02-4	1.9062	0.3639	5.2388	1.62E-07	6.7272	3.3159	13.8727
H2.02-5	0.5375	0.4903	1.0962	2.73E-01	1.7117	0.6480	4.4969
Factor of comfortability:							
H3.02-2	-1.0544	0.2825	-3.7332	1.89E-04	0.3484	0.1990	0.6035
H3.02-3	-0.3929	0.2813	-1.3967	1.62E-01	0.6751	0.3896	1.1752
H3.02-4	0.4955	0.2621	1.8904	5.87E-02	1.6413	0.9851	2.7567
H3.02-5	1.0038	0.2706	3.7096	2.08E-04	2.7286	1.6106	4.6594
Factor of convenience:							
H3.03-2	-0.3136	0.2882	-1.0880	2.77E-01	0.7308	0.4146	1.2851
H3.03-3	-0.8462	0.2737	-3.0919	1.99E-03	0.4291	0.2506	0.7336
H3.03-4	-0.5548	0.2681	-2.0693	3.85E-02	0.5742	0.3391	0.9715
H3.03-5	-0.3842	0.2799	-1.3728	1.70E-01	0.6810	0.3930	1.1790
Factor of free of charge goods return:							
H6.15-2	-0.8844	0.4471	-1.9782	4.79E-02	0.4129	0.1703	0.9868
H6.15-3	-0.5263	0.3545	-1.4845	1.38E-01	0.5908	0.2949	1.1866
H6.15-4	-1.0082	0.3210	-3.1411	1.68E-03	0.3649	0.1946	0.6869
H6.15-5	-0.9907	0.3192	-3.1041	1.91E-03	0.3713	0.1987	0.6965
Factor of a wide range of payment methods:							
H5.08-2	0.3777	0.1336	2.8273	4.69E-03	1.4590	1.1238	1.8978
H5.08-3	0.7202	0.1428	5.0450	4.54E-07	2.0549	1.5547	2.7212

H5.08-4	0.7903	0.1738	4.5466	5.45E-06	2.2040	1.5681	3.1004
H5.08-5	0.3430	0.6517	0.5263	5.99E-01	1.4092	0.3700	4.9983
Intercepts:							
less than monthly | monthly	-0.1293	0.3347	-0.3864	6.99E-01	0.8787	0.5320	1.5614
monthly | 2times per month	1.8277	0.3388	5.3949	6.85E-08	6.2199	3.7657	11.0523
2times per month | weekly	2.4195	0.3418	7.0781	1.46E-12	11.2401	6.8051	19.9729
Residual deviance	3476.506		AIC	3526.506		BIC	3661.961

Source: own processing

The results of the first GLM model showed, that out of all respondents' demographic characteristics, the statistical significance was detected only in case of respondent's age/generation, where the Millennial respondents do online shopping with the 2.39-times often than Post-millennial respondents. Therefore, only the H1.03 hypothesis, from the first section, could be accepted.

Consequently, we shall deal with the second category of factors dealing with respondent's budget, where the three hypotheses were taken into consideration and only the hypothesis H2.03 regarding the maximum amount of single payment could not be confirmed. Not surprising is the fact of expected rising of log odds of lower frequencies of the on-line shopping, if the amount of monthly budget intended for purchases (Budget) increases (confirmation of H2.01) in case of which log odds will increase by 0.0024 with the budget unit increase of the volume by 1 €. In case of the amount of the budget intended for on-line purchases (e-Budget) an expected and significant effect was found (confirmation of hypothesis H2.02), i. e. increasing of financial means allocated in the online purchases results increase the chance of the higher online shopping frequency.

Out of all the hypotheses belonging to the third category dealing with the perceived advantages of online shopping by Millennial and Post-Millennial respondents, only hypothesis H3.02 and H3.03 have been confirmed. In the case of the second one, we expect that if the respondent considers online shopping to be more convenient, there will be a more significant increase in the probability of frequent online shopping (H3.02), while if they consider the type of purchase to be uncomfortable (H3.02), the chance (and frequency) for doing the online shopping declines more sharply. However, in the case of the factor concerning the importance of the lower prices and convenience (H3.03) on the e-shops for respondents, we noticed the lowest chance for the raising frequency of online shopping when the answer of respondent was neutral.

Within our first GLM model, the "free of charge goods return" factor was shown as significant, while we observed the highest frequency of online shopping within the respondents, for whom this factor was not important. In the group of hypotheses regarding the impact of security factors and preferred types of payment methods it was revealed, that the only one significant factor is the offer of the wide range of payment methods by an e-shop (H5.08), where the chance for raising frequency for online shopping increases, when e-shop offers wider range of payment methods for consumers. The presence of multicollinearity was not detected within the first model and also, no influential value was found.

Subsequently, the second model was compiled consisting of all other significant factors, which also meets all the conditions mentioned above.

The results of the second model show that within the hypotheses concerning the preference for online purchases of specific types of products, only H4.05 and H4.06 could be confirmed. It was observed, if the respondents prefers to purchase educational activities (e-learning) over the Internet (H4.05) there was an increasing chance of the frequency of their online purchases to a greater extent. A similar finding was noticed in the case of the hypothesis H4.06 dealing with the preference for the purchase of e-tickets. Subsequently, within the second model we focused on hypotheses regarding the influence of security factors and the preference for a certain type of payment. The first hypothesis within this area (H5.01) concerned the preference of a specific type of payment method. The results showed, that respondents who preferred internet banking had the highest frequency of online purchases and slightly lower log odds were noticed for the cash

on delivery, while respondents who preferred debit/credit card payment showed the lowest frequency rate of online shopping. Preference of a payment via PayPal was not showed as significant. Also, an obvious factor was proved as significant, when the respondent had a strong concern that his data may be misused. The more concerned respondents were about this factor, the lower frequency of their online purchases was observed. Thus, we also confirmed hypothesis H5.03. The last hypothesis within this area that we could confirmed was H5.04. It was noticed, that the respondents had no problems with providing their personal data when shopping online through an e-shop. This factor had a statistically significant impact on the frequency of purchases, specifically the greater trust the respondents had in e-shop, the higher frequency of their online purchases was observed. The last significant variable within the factors influencing the preference of the online shopping instead of brick-and-mortar shops, is whether the e-shop provides free delivery. Based on the results, we confirmed hypothesis H6.10. The growth of the importance of this factor causes increasing the frequency of the online shopping within the sample of our respondents. A summary of the effects of the variables in this model is provided in Table 3.

Table 3 The results of the second GLM model

	Coef.	Standard error	t-value	p-value	Odds ratio	Confidence Interval 2.50%	97.50%
E-learning:							
H4.05-2	0.1940	0.1477	1.3138	1.89E-01	1.2141	0.9090	1.6222
H4.05-3	-0.1914	0.1403	-1.3645	1.72E-01	0.8258	0.6272	1.0872
H4.05-4	0.2442	0.1484	1.6455	9.99E-02	1.2766	0.9545	1.7083
H4.05-5	0.1270	0.1751	0.7253	4.68E-01	1.1354	0.8050	1.5997
E-tickets:							
H4.06-2	0.5561	0.2534	2.1944	2.82E-02	1.7438	1.0655	2.8812
H4.06-3	0.3479	0.2348	1.4813	1.39E-01	1.4160	0.8982	2.2586
H4.06-4	0.4839	0.2320	2.0860	3.70E-02	1.6225	1.0352	2.5745
H4.06-5	0.8093	0.2309	3.5053	4.56E-04	2.2464	1.4366	3.5576
Specific payment method:							
H5.01-2	0.4368	0.2245	1.9462	5.16E-02	1.5478	0.9957	2.4023
H5.01-3	-0.1169	0.1385	-0.8440	3.99E-01	0.8897	0.6785	1.1678
H5.01-4	-0.3514	0.1449	-2.4255	1.53E-02	0.7037	0.5299	0.9352
Concerns about the misuse of personal data:							
H5.03-2	-0.1243	0.3021	-0.4116	6.81E-01	0.8831	0.4884	1.6009
H5.03-3	-0.4963	0.2945	-1.6850	9.20E-02	0.6088	0.3416	1.0874
H5.03-4	-0.8656	0.2958	-2.9264	3.43E-03	0.4208	0.2355	0.7534
H5.03-5	-1.3521	0.3285	-4.1165	3.85E-05	0.2587	0.1356	0.4927
Concerns about the provision of personal data:							
H5.04-2	0.1474	0.1339	1.1013	2.71E-01	1.1589	0.8921	1.5080
H5.04-3	0.5492	0.1473	3.7279	1.93E-04	1.7319	1.2984	2.3137
H5.04-4	0.4937	0.1636	3.0182	2.54E-03	1.6384	1.1893	2.2587
H5.04-5	0.8043	0.3265	2.4636	1.38E-02	2.2352	1.1731	4.2357
Free delivery:							
H6.10-2	-1.3179	0.3923	-3.3593	7.81E-04	0.2677	0.1234	0.5759
H6.10-3	-0.7230	0.3197	-2.2616	2.37E-02	0.4853	0.2593	0.9105
H6.10-4	-0.6866	0.3019	-2.2744	2.29E-02	0.5033	0.2785	0.9125
H6.10-5	-0.5323	0.3043	-1.7495	8.02E-02	0.5872	0.3234	1.0697
Intercepts:							

less than monthly | monthly	-0.7900	0.4484	-1.7619	7.81E-02	0.4538	0.2903	0.7277
monthly two-times per month	0.8710	0.4483	1.9430	5.20E-02	2.3893	1.5286	3.8310
two-times per month | weekly	1.3977	0.4492	3.1114	1.86E-03	4.0459	2.5884	6.4872
Residual deviance	3802.473		AIC	3854.473		BIC	3995.346

Source: own processing

Based on the results of variance inflation factor (VIF), we did not detect the presence of multicollinearity. Influential values (Cook's distance) were not found in the model.

5. Discussion

The 45 factors affecting online shopping behaviour were examined within two ordinal logistic regression models, where the 13 of them were accepted their significance on the frequency of online shopping. The results of our analysis showed up interesting findings. Previous researches has also revealed that online shopping frequency is also influenced by individuals' demographics. Compared to consumers who prefers brick-and-mortar stores, customers who prefer online shopping are older, more educated, have higher incomes and are more technologically proficient (Swinyard & Smith, 2003). According to our results, Millennial consumers show up 2.39 times higher frequency of online shopping, but they also have a higher budget for the online purchases than representatives of Post-Millennials consumers (Generation Z). According to (Florenthal, 2019), in order to support the purchasing behaviour of Generation Y and Z consumers, companies must meet the utility, hedonic, social and normative needs of this cohort, with the author emphasizing the importance of content credibility and removing any barriers. According to (Caumont, 2014), the relationship of merchants with Post-Millennials is significantly different from the relationship with the Millennials and therefore merchants should be more informed about their generational preferences, which will help them better personalize marketing strategies and campaigns.

It was also revealed that the frequency of online shopping increases directly with the increasing budget of respondents for online shopping. We can also consider the factor of perceived comfortability associated with this form of shopping as significant. Respondents purchasing e-learning activities and electronic travel tickets or tickets for various events also show an increased frequency of online shopping. According to (Yu et al., 2020), while shopping online, young consumers also prefer e-shops that provide fluent, fast and hassle-free payment methods. They refuse to perform lengthy processes that take up their time and require more steps. A large selection of payment options is an important factor for them when choosing an e-shop. According to our results, this factor is also important for the increasing frequency of online shopping of this consumers. The factor of the preferred payment method, in connection with the increasing frequency of online shopping, proved as significant when paying via internet banking. (Limbu et al., 2012) in their research found out, that attitudes toward online shopping are positively influenced by e-trust, which ultimately leads to repeated and more frequent visits to the merchant's e-shop. Our results showed, that also factors like fear of providing and misusing the personal data accepted their significance on the frequency of online shopping of Millennial and Post-Millennial consumers. The more concerned respondents were about this factor, the lower frequency of online purchases they showed. (Dabholkar & Sheng, 2012) found out that consumers have a greater degree of trust in information provided by other consumers rather than merchants. Also free delivery with free of charge goods return showed as significant factors. According to (Voltemar, 2019), free delivery of goods affects the final amount for the online purchase and has a positive effect on the consumer's shopping behaviour by adding another product to the cart, or building customer loyalty to the e-shop.

6. Conclusion

The COVID-19 pandemic significantly affected consumer shopping behaviour and caused a greater preference for online shopping. The above facts underline the importance of research focused on this issue. Based on the results of our research, we recommend e-shops to extend their offer of payment methods in order to support the increasing frequency of online shopping among young consumers. Within the Slovak e-commerce market, the possibility of payment via the PayPal platform or in the form of cryptocurrencies still lags behind. It is the expansion of the portfolio of payment options by these forms that can lead to an increase in frequency, but also to consumer e-trust in the e-shop. The presence of an online trader on social media platforms can increase consumer e-trust too, but managers should also be aware of the importance of other consumers' electronic word-of-mouth (eWOM), as these have a significant direct impact on consumers' attitudes towards online retailers. For this reason, marketing managers should invest not only in the quality of their e-shop services and social media presence but also in the quality of recommendations that consumers can post online, namely by improving and expanding the criteria evaluating the quality of the e-shop, in order to create a positive impression on the consumer when making a purchasing decision. Based on the results of our research, we state that with the popularization of payment via PayPal in combination with the method of eWOM communication, we would recommend e-merchants to start through the Millennials. In today's digital world, Millennials are ahead of other generations, so their views and preferences are the easiest to spread online. The main contribution of this research is the identification and specification of the factors of Millennials' and Post-Millenials' online consumer behaviour and their impact on the frequency of online shopping in the Slovak e-commerce market. The results of our research also filled the gap in the research area and enriched the scientific community with the finding that millennial consumers showed a higher frequency of online shopping and monthly spend a higher amount on their online purchases than their younger Post-Millennial colleagues. The results of the research can be used in both academic and practical spheres. In future research, we highly recommend carrying out identically focused research with regard to the analysis of changes in the behaviour of Millennials and Post-Millennials consumers in the post-pandemic era. Also, the research on the factors affecting the frequency of online shopping of Generation X Baby boomers should bring interesting insights into the field of this problematics. We noticed also some limitations of this study, like the size of the research sample and the origin of respondents, which were mostly from the Slovak Republic and Ukraine.

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