

SHOPPING Orientation Domains as Influencers of Customer Loyalty on Online Shopping Platforms Among Gen Y CONSUMERS

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ABSTRACT

Customer loyalty is a pivotal factor in ensuring sustained business success, fostering a consistent revenue stream, positive word of mouth, and a competitive edge. This study sought to determine the influence of shopping orientation domains and customer loyalty on the use of online shopping platforms among Gen Y consumers. The research used a descriptive-correlational design. There are 189 purposively selected respondents in this study: Gen Y consumers who are actively involved in online shopping and are currently working with both academic and non-academic personnel of private academic institutions in Midsayap, North Cotabato. Sets of adapted survey questionnaires that underwent reliability and validity tests were used in this study. Data were analyzed using descriptive and inferential statistics, including Pearson's r and regression analysis. Findings revealed that customers' online shopping orientation is generally evident, as is customer loyalty. Furthermore, domains of online shopping orientation significantly correlate with customer loyalty. The study's findings also showed that only novelty and recreation orientation significantly influence customer loyalty. 57% of the variation in customer loyalty could be characterized as moderately to strongly influenced by the combined influence of the online shopping orientation domains.

KEYWORDS: *Business management, customer engagement, creativity orientation, leisure orientation, customer retention, descriptive-correlation, multiple regression, North Cotabato, Philippines*

INTRODUCTION

Customer loyalty is a crucial element for maintaining competitive

advantage and sustaining business success (Kandampully et al., 2015). However, as people's lifestyles evolved, their methods of doing things have shifted from traditional to digital, and buying has shifted to online shopping (Daroch et al., 2021). Also, challenges in retaining customer loyalty are arising (Tetler, 2020); some problems include customers feeling overlooked, biased data, and, most especially, organizations sometimes opting for loyalty programs rather than a loyalty approach (Herman, 2016). Moreover, businesses sometimes fail to keep up with customer expectations (Belleghem, 2014). Additionally, Cloud (2020) noted that loyalty is difficult to retain, especially for businesses that were forced to reduce prices even though they were already making less profit.

On the other hand, customer loyalty plays a crucial role in business sustainability. When customers are loyal to a particular company, they tend to be less sensitive to price changes and product availability, and they may even be willing to pay a premium to continue receiving the service and product quality they trust (Chambers, 2020). In today's dynamic environment—where technology, market conditions, and consumer lifestyles continuously evolve—it is essential to examine and understand customer loyalty. Doing so enables marketing professionals to develop reliable and strategic plans that strengthen long-term customer relationships (Abu-Alhaija et al., 2018). In addition, representatives of small and medium-sized businesses in the field of commerce must focus on the complex analysis and integration of the influence of customer loyalty-related factors to ensure appropriate management decisions regarding communication with loyal customers (SIS International Market Research, 2021). Trinidad and Lacap (2021) claimed that customer loyalty research is vital because it allows businesses to measure the extent to which customers will continue to do business with them and are willing to tell others about their experiences through ratings, comments, or word of mouth, which could bring in more customers.

This study investigates shopping orientation with its seven domains as the independent variable. Dhurup (2014) found that shopping orientation influences customers' loyalty to a certain brand in his study on fashion apparel. This study investigates domains of shopping orientation, including novelty orientation. Lacap et al. (2023) found that novelty in service technology can positively influence customer loyalty. The second domain is the impulse purchase orientation. Yigit et al. (2018) found that impulse purchase orientation moderates customers' loyalty to a brand; as a result, customers are often considered impulsive in their purchasing decisions. Moreover, quality

orientation was also found to affect customer loyalty, with satisfaction as its mediator (Iddrisu et al., 2015). In addition, Joshi et al. (2015) identified brand-oriented behavioral factors as the most influential element affecting customer loyalty toward a service provider. As the Mint (2020) study noted, consumers are usually loyal to companies that meet their price expectations. Moreover, Rahman et al. (2014) found that convenience significantly affects all consumer attribute categories, including consumer loyalty. The last domain to be investigated is recreation orientation. Eskiler et al. (2018) suggested that leisure participation is a significant predictor of loyalty because self-expression and attraction play crucial roles in establishing individual loyalty.

Most existing studies on customer loyalty have been conducted in international contexts and have involved diverse respondent groups, limiting their relevance to local settings. Although online consumer loyalty has been widely examined, there remains a need for a more context-specific framework within the e-commerce environment. In addition, only a few studies have investigated its relationship with the seven domains of shopping orientation, and none have focused explicitly on Gen Y consumers in Midsayap, North Cotabato. Hence, this study aims to fill these gaps by examining the factors that influence Gen Y consumers' loyalty to selected online shopping platforms, integrating shopping orientation and its seven domains.

The researcher plans to share the findings of this research by presenting at national and international research conferences and seminars on customer loyalty, providing insights for both researchers and practitioners. Additionally, the findings of this study will be disseminated by publishing in a refereed journal, and a copy will also be given to the University of Immaculate Conception library.

This study was anchored on the Dual System Theory by Daniel Kahneman (2011). According to Kahneman, human decision-making operates through two distinct systems: System 1, which is fast, intuitive, and emotional, and System 2, which is slow, deliberate, and rational. These systems can be directly related to the shopping behaviors of Gen Y consumers, who exhibit both impulsive and rational decision-making patterns. Therefore, to keep people coming back to their brand, businesses must strike a balance between Kahneman's two modes of decision-making if they want to establish themselves as the trustworthy business clients turn to for reliable outcomes. Nevertheless, when people make impulsive decisions, they may also think about that store. A

person's motivation to achieve a desired outcome will lead them to behave in a particular way. Customers need to understand why visiting their store is worthwhile and how doing so will benefit them. By integrating Kahneman's dual-system theory, this study provides a comprehensive framework for understanding how different aspects of online shopping platforms can influence customer loyalty among Gen Y consumers. Platforms that effectively balance elements appealing to both System 1 and System 2 decision-making processes are more likely to foster lasting customer loyalty. This dual approach ensures that the platforms address both the impulsive and rational aspects of consumer behavior, thereby enhancing overall user satisfaction and loyalty.

This study also builds on the propositions of Ju et al. (2016) and confirms that customer loyalty is enhanced by consumers' shopping orientation and customer satisfaction. Moreover, economic price searching, quality seeking, and value were discovered to be the most powerful buying orientation elements for brand loyalty. Supporting this, according to Roy (2021), economic price exploration, the pursuit of quality, and consideration of value emerged as the primary factors influencing brand loyalty in shopping orientations. Additionally, research by DIVA (2020) highlighted that maintaining high service quality is essential to enhancing customer loyalty. These studies collectively underscore the critical role of shopping orientation and perceived value in fostering customer loyalty. Elbedweihy et al. (2016) conducted a study that revealed a significant influence of customer-brand identification on both customer-brand engagement and affective brand commitment, two critical factors contributing to the development of brand loyalty. Furthermore, Tartaglione et al. (2019) conducted a comprehensive systematic mapping study focusing on customer loyalty and brand management. Their investigation concluded that affective commitment, emotional attachment, and trust represent fundamental components underlying customer loyalty. The findings of Elbedweihy et al. (2016) suggest that aligning brand values with customer values is pivotal for strengthening this association and nurturing enduring brand loyalty.

METHODS

Research Design

This study used a descriptive-correlational design. Rao (2019) stated that the descriptive research method describes a situation or a given state of affairs in terms of specified aspects or factors. In this study, a descriptive research design was used to describe the status of the shopping orientation domains: novelty orientation, impulse orientation, quality orientation, brand

orientation, price orientation, convenience orientation, recreation orientation, and customer loyalty.

On the other hand, Tan (2014) defined a correlational research design as one that seeks to determine the relationship between two or more variables. The correlational research design in this study was used to determine the relationship between shopping orientation domains and customer loyalty.

Research Locale

The study was conducted in Midsayap, North Cotabato, a municipality with 57 barangays and various business industries (Municipality of Midsayap, 2019). This municipality also has several colleges, where most workers are Generation Y and engage in online shopping. The survey was conducted at five private academic institutions in the Municipality of Midsayap, North Cotabato. The respondents in this study were Generation Y, who are actively involved in online shopping and currently working at different private academic institutions in Midsayap, North Cotabato.

Research Respondents

The respondents of this study were 189 Generation Y individuals who are actively involved in online shopping and are currently working with both academic and non-academic personnel of private academic institutions in Midsayap, North Cotabato. Purposive and snowball sampling were used to select respondents. Purposive sampling was used based on the set criteria, while snowball sampling was used by tapping friends and peers of the identified respondents who met the inclusion criteria.

Research Instrument

The researcher used an adapted survey questionnaire from various sources. The instrument has nine components. For the items under the dependent variable, the instrument was adapted from Gehrt et al. (2007), entitled "The Emergence of Internet Shopping in Japan: Identification of Shopping Orientation - Defined Segments," with a Cronbach's Alpha of 0.86. The dependent variable domains are novelty orientation, impulse purchase orientation, quality orientation, brand orientation, price orientation, convenience orientation, and recreation orientation. The items of the independent variable, customer loyalty, were adapted from the study by Goutam (2020) entitled "Customer Loyalty Shopping in Japan: Identification of Shopping Orientation - Defined Segments,"

which reported a Cronbach's Alpha of 0.86. The dependent variable domains are novelty orientation, impulse purchase orientation, quality orientation, brand orientation, price orientation, convenience orientation, and recreation orientation. The items of the independent variable, customer loyalty, were adapted from Goutam (2020), entitled *"Customer loyalty development in online shopping: An integration of e-service quality model and the commitment-trust theory."*

The study's results were interpreted using a 5-point Likert Scale. To facilitate interpretation of the responses, the researcher used the matrices below:

Novelty Orientation		
Mean Range	Description	Interpretation
4.20 - 5.00	Very High	Novelty orientation is always manifested
3.40 - 4.19	High	Novelty orientation is manifested
2.60 - 3.39	Moderate	Novelty orientation is fairly manifested
1.80 - 2.59	Low	Novelty orientation is less manifested
1.00 - 1.79	Very Low	Novelty orientation is not manifested at all

Impulse Purchase Intention		
Mean Range	Description	Interpretation
4.20 - 5.00	Very High	Impulse Purchase Intention is always manifested
3.40 - 4.19	High	Impulse Purchase Intention is often manifested
2.60 - 3.39	Moderate	Impulse Purchase Intention is fairly manifested
1.80 - 2.59	Low	Impulse Purchase Intention is rarely manifested
1.00 - 1.79	Very Low	Impulse Purchase Intention is not manifested at all

Brand Orientation		
Mean Range	Description	Interpretation
4.20 - 5.00	Very High	Brand Orientation is always manifested
3.40 - 4.19	High	Brand Orientation is often manifested
2.60 - 3.39	Moderate	Brand Orientation is fairly manifested
1.80 - 2.59	Low	Brand Orientation is rarely manifested
1.00 - 1.79	Very Low	Brand Orientation is not manifested at all

Quality Orientation

Mean Range	Description	Interpretation
4.20 - 5.00	Very High	Quality Orientation is very extensive
3.40 - 4.19	High	Quality Orientation is extensive
2.60 - 3.39	Moderate	Quality Orientation is sometimes extensive
1.80 - 2.59	Low	Quality Orientation is less extensive
1.00 - 1.79	Very Low	Quality Orientation is not extensive

Price Orientation

Mean Range	Description	Interpretation
4.20 - 5.00	Very High	Price orientation is always manifested
3.40 - 4.19	High	Price orientation is often manifested
2.60 - 3.39	Moderate	Price orientation is fairly manifested
1.80 - 2.59	Low	Price orientation is rarely manifested
1.00 - 1.79	Very Low	Price orientation is not manifested at all

Convenience Orientation

Mean Range	Description	Interpretation
4.20 - 5.00	Very High	Convenience orientation is always manifested
3.40 - 4.19	High	Convenience orientation is often manifested
2.60 - 3.39	Moderate	Convenience orientation is fairly manifested
1.80 - 2.59	Low	Convenience orientation is rarely manifested
1.00 - 1.79	Very Low	Convenience orientation is not manifested at all

Recreation orientation

Mean Range	Description	Interpretation
4.20 - 5.00	Very High	Recreation orientation is always manifested
3.40 - 4.19	High	Recreation orientation is manifested
2.60 - 3.39	Moderate	Recreation orientation is fairly manifested
1.80 - 2.59	Low	Recreation orientation is rarely manifested
1.00 - 1.79	Very Low	Recreation orientation is not manifested at all

Customer Loyalty

Mean Range	Description	Interpretation
4.20 - 5.00	Very High	Customer loyalty is very evident
3.40 - 4.19	High	Customer loyalty is evident
2.60 - 3.39	Moderate	Customer loyalty is fairly evident
1.80 - 2.59	Low	Customer loyalty is rarely evident
1.00 - 1.79	Very Low	Customer loyalty is not evident at all

Data Collection

During data collection, the researcher sought the dean of the graduate school's approval to conduct this study. After that, data collection commenced upon receipt of the Clearance Certificate from the UIC-Review Ethics Committee (UIC-REC). This ensured that the study complied with institutional ethical standards, including the protection of participants’ rights, voluntary participation, and confidentiality of responses. Once granted, the researcher also secured a letter of endorsement from the research professor to conduct a study on the shopping orientation domains as influencers of customer loyalty on online shopping platforms among Gen Y consumers. After approval, the researchers prepared a letter of permission addressed to the HR departments of the various private academic institutions, seeking their approval to conduct the survey.

The researcher personally administered the questionnaire to the study's respondents, and they were requested to answer honestly so that valid and reliable data could be collected. Before distributing the instrument, the researcher explained the purpose of the survey. Once the respondents were identified, the researcher sent a letter inviting them to participate in the survey. Upon the respondents' approval, the researchers created printed copies of the questionnaire for the respondents to fill in their answers from the provided items. The respondents answered the questionnaire for about 5 to 10 minutes, and the survey lasted more than a month, taking into account respondents' availability to complete the questionnaires. The collated survey tools were encoded by the researcher and sent to the statistician for analysis. Then, the researcher analyzed and interpreted the results given by the statistician.

RESULTS

Status of Shopping Orientation among Customers

The data in Table 1 shows Generation Y customers' shopping orientation status. The overall mean for shopping orientation is 3.63, which is considered high. This result generally connotes that the shopping orientation of Generation Y customers is manifested. This implies that businesses should align their marketing strategies with the shopping preferences and behaviors of Generation Y customers to attract and retain them effectively.

This high result confirms the study by Loureiro et al. (2016), which found that shopping orientation appears to affect consumers' perceived behavioral control and buying attitude on online platforms. In addition, it indicates that important shopping orientation domains were essential for consumers to be loyal to the multichannel retailer (Lee et al., 2015).

Novelty Orientation. This domain yielded a category mean of 3.40, which is high (manifested), suggesting that individuals or teams within the organization are inclined to explore new ideas and approaches. The result aligns with the study by Mandhlazi et al. (2013), which identified novelty seeking as one of the critical shopping styles among Gen Y consumers, particularly in the fashion apparel market. However, it debunks the study by Lacap et al. (2023), which found that while novelty can contribute to the formation of positive attitudes, its direct effect on loyalty is less significant than that of other factors, such as perceived enjoyment and value. Moreover, the standard deviation ranged from 1.07 to 1.15, indicating heterogeneous responses.

Table 1
Status of Shopping Orientation among Customers

Novelty Orientation	Mean	SD	Interpretation
1. Having one or more outfits of the newest style is usually.	3.19	1.07	Moderate
2. Styling that is attractive and fashionable is important to me.	3.34	1.13	Moderate
3. Shopping at different stores to get variety and choose different brands.	3.43	1.15	High

4. Trying at once on something new on what I want.	3.63	1.07	High
Category Mean	3.40	1.11	High
Impulse Purchase Orientation			
5. Being impulsive when purchasing.	3.14	1.17	Moderate
6. Attempting sometimes to make purchase even if the intention is merely to browse.	3.28	1.17	Moderate
7. Purchasing products on spur of the moment is a feeling of satisfaction.	3.36	1.17	Moderate
8. Planning and thinking usually before purchasing online.	4.02	0.99	High
Category Mean	3.45	1.12	High
Quality Orientation			
9. Shopping on online platform provides a high quality of merchandise.	3.67	0.81	High
10. Having a very high standards and expectations for the products to buy from online shopping platforms high.	3.68	0.93	High
11. Finding a better quality products anywhere.	3.64	1.01	High
Category Mean	3.66	0.92	High
Brand Orientation			
12. Preferring to buy well-known brand names in an online platform.	3.73	1.04	High
13. Buying products from trusted online shopping platforms and brand names.	4.04	0.98	High
14. Buying only the favorite brand in an online platform.	3.63	1.09	High
15. Getting opinions from other consumers is important when buying on an online platform.	4.02	1.04	High

16. Shopping online shopping platforms respond to the set needs and desires.	3.75	1.05	High
Category Mean	3.83	1.04	High
Price Orientation			
17. Buying less clothing because of rising prices.	3.69	1.05	High
18. Spending excessive amounts of money on clothing is ridiculous	3.82	1.10	High
Category Mean	3.76	1.07	High
Convenience Orientation			
19. Making purchases at retailers that are conveniently designed	3.82	0.90	High
20. Preferring retailers that allow to shop anywhere.	3.86	0.91	High
Category Mean	3.84	0.91	High
Recreation Orientation			
21. Enjoying shopping.	3.61	1.10	High
22. Enjoying shopping even though the intention is not to make purchases.	3.63	1.07	High
23. Shopping is one of my favorite leisure-time activities.	3.37	1.18	Moderate
24. Shopping is not a waste of time.	3.36	1.12	Moderate
25. Shopping puts me in a good mood.	3.45	1.13	High
Category Mean	3.48	1.12	High
Overall Mean	3.63	1.04	High

The statement in the category with the highest mean score of 3.63, described as high (manifested), was statement 4, trying at once to do something new that I want, which implies that Gen Y takes immediate action when they want something new, like new items. This result supports the study by Smith et al. (2019), which shows that Generation Y consumers are strongly inclined to embrace novelty, emphasizing the importance of immediate action in pursuing aspirations and desires, with significant implications for marketing strategies.

On the other hand, statement 1, having one or more outfits of the newest style, usually obtained the lowest mean of 3.19, which is described as moderate (fairly manifested); this connotes that even Generation Y likes to try or buy things that are new to them, but they do not update their wardrobe frequently. This result supports the claim of Jones et al. (2020) that despite their novelty orientation in other aspects of consumption, Generation Y consumers tend not to frequently update their wardrobe, suggesting a nuanced relationship between novelty-seeking behavior and fashion consumption habits.

Impulse Purchase Orientation. This domain garnered a category mean of 3.45, which is high (manifested). This implies that the respondents tend to make purchases based on unreasonable decisions. This result affirms the study by Jones et al. (2018), which found that Generation Y consumers tend to exhibit impulsive buying behavior due to factors such as instant gratification, social influences, and a desire for novelty. On the other hand, contrary to popular belief, Lee's (2019) study suggests that Generation Y consumers do not necessarily engage in impulsive buying behavior. Instead, the level of self-control plays a significant moderating role in determining their impulse buying tendencies. The standard deviation results ranged from 0.99 to 1.17, indicating that, in this category, most responses are heterogeneous, except for 8, which is homogeneous.

The statement in the category with the highest mean score of 4.02, described as high (manifested), was statement 8: planning and thinking usually before purchasing online, which implies that Generation Y is not impulsive when buying online. This finding supports the study of Lee et al. (2019), which states that Generation Y consumers do not necessarily engage in impulsive buying behavior. Instead, the level of self-control plays a significant moderating role in determining their impulse-buying tendencies.

On the contrary, the item with the lowest mean score is item 5, about being impulsive when purchasing, which had a mean of 3.14, which is described as moderate (fairly manifested); this suggests that Generation Y is not impulsive when buying online. The results of this study reject the findings of Legaspi et al. (2016), which state that Filipino Millennials make impulsive purchases at a high rate.

Quality Orientation. This domain has a category mean of 3.66, which is high (manifested), suggesting that Generation Y is essential to the quality of the

products they buy online. This result aligns with the study by Sullivan et al. (2021), which found that Generation Y consumers prioritize product quality when making online purchases, considering it a crucial factor in their decision-making process. Also, Garcia et al. (2020) found that Generation Y perceives product quality as a significant determinant of their online shopping experiences, influencing their purchase decisions and overall satisfaction with products purchased online. Furthermore, the standard deviation results ranged from 0.81 to 1.01, indicating that most items in this category are homogeneous, except for item 11, which is heterogeneous.

The statement that garnered the highest mean score of 3.68, described as high (manifested), was statement 10, which had very high standards and expectations for the products to buy from online shopping platforms. This implies that Gen Y consumers look into the quality of the products and services they avail themselves of. This result supports the findings of Pawlasová and Klézl (2017), who confirmed that perceived value and website quality are essential factors for South Korean Generation Y customers to repeat purchases in online group buying.

However, statement 11, finding a better-quality product anywhere, had the lowest mean of 3.64, which is described as high (manifested); this suggests that Generation Y is willing to switch stores until they find a product of sufficient quality. This result supports the study by Chen et al. (2019), which found that product quality is one of the primary determinants of Generation Y's online shopping behavior, underscoring its critical role in shaping their purchasing preferences and patterns in the digital marketplace.

Brand Orientation. This domain has a category mean of 3.83, which is high (manifested). This suggests that Generation Y consumers will buy on an online platform if the brand can be trusted and if other consumers' feedback is positive. This result confirms the study by Eren-Erdogmus et al. (2015), which found that brand orientation is especially evident in the apparel industry, where consumers base their brand decisions heavily on attributes such as authenticity, excitement, competence, sophistication, uniqueness, and traditionalism. On the contrary, this result refutes the study by Knittel et al. (2016), which argues that brand orientation can also lead to brand avoidance, as Gen Y consumers deliberately steer clear of particular brands for reasons related to advertising, morality, experiential learning, identity, and deficit values. The standard deviation in this category ranged from 0.98 to 1.09, indicating heterogeneity,

except for item 13.

The statement in the category with the highest mean score of 4.04, described as high (manifested), was statement 13: buying products from trusted online shopping platforms and brand names, which implies that Generation Y buys products only from their trusted online stores and brand names. This study supports the study of Pappas et al. (2014), which found that high e-service quality leads to increased customer satisfaction and loyalty among Generation Y, highlighting the importance of efficient and reliable online store services for this demographic.

However, statement 14, buying only the favorite brand on an online platform, obtained the lowest mean of 3.63, which is described as high (manifested). This suggests that Generation Y buys products from online stores they learn to like or that are already among their favorites. This supports the study by Rathnayake (2021), which found that Gen Y consumers exhibit strong loyalty to brands with which they have an emotional attachment, extending to their favorite online stores.

Price Orientation. This domain produced a category mean of 3.76, which is high (manifested), suggesting that most people in Gen Y are price-conscious when purchasing. This result aligns with the study by Prasad et al. (2019), which found that Generation Y consumers consider the perceived value and price of products when making online purchases, demonstrating an apparent sensitivity to cost. Also, Hashmi et al. (2019) revealed that competitive pricing significantly affects the purchase decisions of Generation Y consumers, who are generally value-conscious and seek the best deals online (Hashmi et al., 2019). In addition, the standard deviation ranged from 1.05 to 1.10, indicating that the responses are heterogeneous.

In this category, the statement that obtained the highest mean score, 3.82, described as high (manifested), was statement 18: spending excessive amounts of money on clothing is ridiculous, suggesting that Generation Y is price-conscious when buying online. This result supports the study of Kim and Kim (2017), which suggests that Generation Y consumers exhibit price consciousness as they consider the risks associated with online purchases, such as product quality and reliability.

On the contrary, statement 17, buying less clothing because of rising

prices, got the lowest mean of 3.69, which is described as high (manifested); this connotes that Generation Y is a price-sensitive group of buyers. This finding was aligned by Suprpto et al. (2021), who found that Gen Y consumers are more likely to shop with a price-oriented mindset, especially when buying fast fashion items.

Convenience Orientation. The findings about the convenience orientation domain indicate that respondents consistently reported a high level of convenience, as evidenced by a mean score of 3.84, which is high (manifested). This means that the respondents place great importance on convenience when shopping. This result corroborates the study by Loureiro (2016), which found that convenience consciousness is one of the most influential factors in shaping consumers' online shopping attitudes. Additionally, Mpinganjira (2015) emphasized the influence of online store service convenience on utilitarian customer satisfaction and behavioral intentions, with search, evaluation, order, and possession convenience as critical dimensions.

Recreation Orientation. This domain garnered a category mean of 3.63, which is high (manifested). This finding implies that Gen Y shoppers also perceive shopping as leisure and not a chore. This result debunks the prior finding by Loureiro (2016), who found that recreation-oriented shopping has a minor effect on consumers' loyalty among the examined shopping orientations. Responses to items in this category are heterogeneous, as reflected in the standard deviation results.

The statement in the category with the highest mean score of 3.63, described as high (manifested), was statement 22, enjoying shopping even though the intention is not to make purchases, which implies that the Generation considers shopping as recreation. This supports the study of Cassidy et al. (2015), which suggests that they are active participants in online shopping activities, potentially extending to recreational shopping behaviors.

On the contrary, statement 25, 'shopping puts me in a good mood,' obtained the lowest mean of 3.45, which is described as high (manifested). This suggests that Generation Y views online shopping as a form of recreation. It supports the study by Huang et al. (2016), which sheds light on the factors influencing Generation Y's online behavior, including recreational shopping.

Status of Customer Loyalty of the Respondents

The data in Table 2 presents the customer loyalty status among Gen Y shoppers across three categories. Based on the table, customer loyalty has an overall mean of 3.54, which is considered high. This result generally connotes that customer loyalty among Gen Y consumers is manifested. Also, the standard deviation ranges from 0.85 to 0.95, which signifies that all items are homogeneous.

The results show a high level of client loyalty, which contrasts with a study by Bilgihan (2016) that discovered different levels of loyalty among Gen Y consumers. Moreover, Slamet et al. (2021) found that Gen Y consumers in Indonesia have varying degrees of commitment to specific digital platforms, with some users disloyal or inactive on these sites. However, Strong client loyalty is vital for companies as it helps them maintain long-term competitive advantages (Abu-Alhaija, 2018). It can be improved with loyalty programs and is impacted by both affective and financial aspects (Hofman-Kohlmeyer, 2016).

Table 2
Status of Customer Loyalty of the Respondents

Attitudinal Loyalty	Mean	SD	Interpretation
1. Providing a superior quality service as compared to any other website.	3.59	0.91	High
2. Having no other website perform services better than this website.	3.53	0.91	High
3. Proving website more benefits than any other websites.	3.61	0.91	High
Category Mean	3.58	0.91	High
Affective Loyalty			
4. Love shopping with this website.	3.59	0.88	High
5. Feeling happy when purchasing from this website.	3.56	0.86	High
6. Preferring this website more than other websites.	3.52	0.86	High
Category Mean	3.56	0.87	High

Cognitive Loyalty			
7. Expressing positive things about this website to other people.	3.55	0.88	High
8. Recommending this website to someone who seeks my advice.	3.53	0.85	High
9. Encouraging friends and relatives to purchase from this website.	3.44	0.91	High
10. Considering this website as my first choice to buy products.	3.49	0.90	High
11. Doing more shopping on this website in the next few years.	3.45	0.95	High
Category Mean	3.49	0.89	High
Overall Mean	3.54	0.89	High

Attitudinal Loyalty. The data result revealed that the respondents' attitudinal loyalty is high, with a category mean of 3.58 (often manifested). This result shows that Generation Y consumers are most likely to shop at online stores, which offer them greater benefits and unique, superior-quality service. This result corroborates the finding of Sharifi et al. (2014), who stated that when brands and retailers strengthen their customer relationships and foster trust, they can increase consumer happiness and behavioral and psychological loyalty. Moreover, Hawkins et al. (2013) stated that social media could influence customer attitudinal loyalty, but it may not be a loyalty in its own right.

Affective Loyalty. The respondents' affective loyalty showed a high category mean of 3.56 (often manifested). This result shows that the respondents have a high emotional attachment to the websites they use for purchasing. The finding indicating a strong emotional connection among respondents to the websites they use for shopping aligns with Wyson's (2022) assertion regarding affective loyalty. Wyson describes affective loyalty as a consumer's innate sense of whether a company genuinely considers its well-being or merely acts in its interests. As such, this emotional attachment reflects the establishment of affective loyalty, which is deeply intertwined with customer trust.

Cognitive Loyalty. The data in Table 2 also revealed that the cognitive loyalty of the respondents has a high category mean of 3.49 (often manifested). This means the respondents are more likely to provide positive feedback about

the website they use for their purchases and to recommend it to their friends and family. The results revealed Generation Y's affinity for particular brands or stores and their tendency to write positive reviews on online platforms. This suggests that brand preference plays a crucial role in shaping the online review behavior of Generation Y consumers.

Several studies support the idea that cognitive loyalty drives positive feedback behavior. Filieri, Alguezaui, and McLeay (2015) found that consumers are more likely to write positive reviews if they perceive that their feedback will receive a managerial response, which aligns with the idea that cognitive loyalty drives positive feedback behavior. Similarly, Zhang and Benyoucef (2016) found that consumers with strong brand loyalty are more likely to engage in online review activities, supporting the association between brand preference and online review behavior. Conversely, other studies suggest different influences on review behavior. Tsao, Hsieh, Shih, and Lin (2015) argue that social pressure and reciprocity, rather than brand loyalty, significantly influence the propensity to write reviews. Ladhari and Michaud (2015) found that the perception of the website itself, including its usability and trustworthiness, is a more significant determinant of online review behavior than brand loyalty. These studies indicate that while brand preference plays a role, other factors, such as social dynamics and website characteristics, are also crucial in understanding review behavior.

Correlation between Domains of Shopping Orientation and Customer Loyalty

The results of the correlation analysis are shown in Table 3. The data show that domains of shopping orientation significantly correlate with customer loyalty ($p < .05$). This implies that as each domain of shopping orientation is observed, customer loyalty increases.

This result aligns with numerous studies that have found a strong correlation between a customer's shopping orientation and loyalty. If the seven domains of shopping orientation improve, customer loyalty will also be enhanced. This result aligns with Yusof et al. (2011) and Lee and Kim (2010), who assert that shopping preferences impact store loyalty. This is further supported by Alrubaiee and Al-Nazer (2010), who found that marketing orientation significantly explains the variation in customer loyalty.

Table 3
Correlation between Domains of Shopping Orientation and Customer Loyalty

Domains being paired with Loyalty	R	p-value	Interpretation
Novelty Orientation	.677	.000	Significant
Impulse Purchase Orientation	.602	.000	Significant
Quality Orientation	.536	.000	Significant
Brand Orientation	.604	.000	Significant
Price Orientation	.311	.000	Significant
Convenience Orientation	.529	.000	Significant
Recreation Orientation	.659	.000	Significant

Influencers of Customer Loyalty

The result of the regression analysis is presented in Table 4. The finding shows that novelty orientation and recreation orientation can independently influence customer loyalty ($p<.05$). The beta coefficient of .275 indicates that a unit increase in novelty orientation results in a .275 increase in customer loyalty. Also, the beta coefficient of .206 infers that a unit improvement in the recreation orientation leads to a .206 increase in customer loyalty. However, impulse purchase, quality orientation, brand orientation, price orientation, and convenience orientation do not significantly influence customer loyalty in their independent capacities ($p>.05$). This suggests that these factors require the support of other factors to impact customer loyalty significantly.

Table 4
Influencers of Customer Loyalty

Variables	Beta	p-value	T	Remarks
Novelty Orientation	.275	.000	4.182	Significant
Impulse Purchase	.012	.873	0.160	Not Significant
Quality Orientation	.104	.169	1.380	Not Significant
Brand Orientation	.097	.200	1.286	Not Significant
Price Orientation	.003	.946	0.068	Not Significant
Convenience Orientation	.098	.145	1.465	Not Significant
Recreation Orientation	.206	.001	3.269	Significant
r = .757				

$r^2 = .573$				
$p = .000$				
$F = 34.644$				

As to the regression model, the r^2 of .757 connotes that 75.7 percent of the variation in customer loyalty could be attributed to the combined influence of novelty orientation, impulse purchase, quality orientation, brand orientation, price orientation, convenience orientation, and recreation orientation ($p<.05$). This result suggests that 24.3 percent of other domains that may significantly influence customer loyalty are not included in the study.

The finding on the significance of novelty orientation to customer loyalty supports Ergün and Kuşcu's (2013) findings, which emphasized the role that innovation orientation plays in e-loyalty and showed that, in the context of e-commerce, there is a positive correlation between novelty and customer loyalty.

Meanwhile, regarding the significance of recreation orientation for customer loyalty among Gen Y shoppers, this result contradicts Loureiro's (2016) findings, which showed that, among the examined shopping orientations, recreation orientation has a minor effect on consumers' loyalty. This study corroborates Eskiler et al. (2018) and suggests that leisure participation is a significant predictor of loyalty because self-expression and attraction play substantial roles in establishing individual loyalty.

The outcomes of this research support Daniel Kahneman's Dual System theory, asserting that individuals exhibit two distinct decision-making modes: impulsive/emotional and logical. This study reveals that Generation Y consumers employ both emotional and rational decision-making strategies when shopping, and that different facets of shopping orientation play distinct roles in shaping their loyalty. Recognizing and addressing these multifaceted dimensions is imperative for cultivating loyalty among Generation Y shoppers within the dynamic e-commerce environment.

CONCLUSION

Based on the findings, the following conclusions were drawn:

The shopping orientation of Generation Y is evident, suggesting that

Gen Y consumers value technology and convenience highly; they use mobile devices and e-commerce and want tailored experiences shaped by peer evaluations and social media.

Meanwhile, the status of customer loyalty among Generation Y is evident; this indicates that this generation has a strong preference for demonstrating loyalty to businesses that provide convenience and customized experiences and are consistent with their corporate social responsibility and sustainability ideals. This generation also supports firms that successfully integrate online and offline interactions.

Although the items in the category that obtained moderate could further be improved, such as having one or more outfits of the newest style usually, styling attractively and fashionable is important, being impulsive when purchasing, attempting sometimes even the intention is merely browsing, buying products on the spur of the moment is a feeling of satisfaction and shopping is not a waste of time.

The domains novelty, impulse purchase, quality, brand, price, convenience, and recreation orientations significantly correlated with customer loyalty. Furthermore, only novelty and recreation orientation can dramatically influence customer loyalty, accounting for 75.7 percent of the combined influence of the shopping orientation domains.

Finally, the findings of this study support Daniel Kahneman's Dual System Theory (2011), which underscores the importance of technology and ease for this generation, who use e-commerce and mobile platforms to obtain individualized experiences influenced by social media and peer evaluations. Their inclination towards effective purchasing procedures and innovative solutions to enhance their shopping experience indicates strong customer loyalty. Generation Y, also known as Millennials, are skilled at using technology, comparing products, and deciding which to buy, and once satisfied, are customers who display high loyalty to the company's products. Also, this study builds on the findings of Ju et al. (2016) and confirms that consumers' shopping orientation and satisfaction significantly enhance customer loyalty. Additionally, it was found that economical price searching, quality seeking, and value are the most influential factors in driving brand loyalty.

Recommendations

Based on the findings and conclusions, the following are recommended.

Companies may prioritize integrating social media and optimizing their e-commerce sites for mobile. Verify that it provides individualized recommendations, loads quickly, and is straightforward to browse. Improve the shopping experience for Generation Y because the convenience domain of customers' shopping orientation is high, as evidenced by the status quo. This means that Generation Y consumers value convenience when shopping online.

Generation Y customers want companies that are easy to reach, offer personalized service, and are environmentally and socially conscious. Businesses may standardize procedures, customize interactions, and combine online and physical experiences to attract and retain customers. Focusing on sustainability and corporate social responsibility will also help forge closer ties. These preferences may help society and the environment by fostering long-lasting partnerships with Generation Y customers. To explain further, the novelty orientation domain of shopping orientation among customers also had a high mean, indicating that this domain is also manifested. This means it is to the online store's advantage to offer services in a unique way to consumers.

Generation Y can enhance their purchasing experience by understanding the needs and preferences of premium product buyers. While this generation tends to stay current with fashion trends, they must be mindful of their shopping orientation and spending habits, given the high mean value observed in the price orientation domain. Similarly, they should exercise caution when making quick purchasing decisions, as they also place significant importance on the quality and brand orientation domains, which similarly yielded high mean results. Although impulsive purchases can be gratifying, Generation Y consumers need to carefully evaluate the value of these products.

Furthermore, given that the regression model in this study examined variation in customer loyalty among Generation Y customers, researchers may conduct additional research to explore other domains not included in this study. The researchers may also consider employing different research designs, including qualitative and mixed-methods designs.

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