

## The Effect of Digital Mindset on Online Purchase Decision: The Moderating Role of Generational Difference among Wardah Colorfit Matte Foundation Consumers

Aprillya Mutia Dewi<sup>1</sup>, Dede Kurnia<sup>2</sup>, Ismail Yusup<sup>3</sup>

<sup>1</sup>Program Studi Kewirausahaan Universitas Pendidikan Indonesia Kampus Tasikmalaya, Indonesia

E-mail: [aprillyamutia@upi.edu](mailto:aprillyamutia@upi.edu)<sup>1</sup>, [dedekurnialagi@upi.edu](mailto:dedekurnialagi@upi.edu)<sup>2</sup>, [ismail\\_yusuf@upi.edu](mailto:ismail_yusuf@upi.edu)<sup>3</sup>

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**Abstract:** Digital transformation has changed the way consumers search for product information, evaluate alternatives, and make purchase decisions in e-commerce. However, the availability of digital information does not always lead to actual purchase decisions, as shown in the case of Wardah Colorfit Matte Foundation on Shopee, which has high ratings and many reviews but relatively lower sales than other Wardah complexion products. This study aims to analyze the effect of Digital Mindset on Online Purchase Decision and examine the moderating role of Generational Difference. This study used a quantitative method with an associative-causal and moderation approach. Data were collected through a structured questionnaire using a five-point Likert scale. The sample consisted of 370 Generation X and Generation Y consumers who had searched for information or purchased Wardah Colorfit Matte Foundation through Shopee. Data were analyzed using descriptive analysis and PROCESS Macro Model 1 with 5,000 bootstrap resamples. The results show that Digital Mindset has a positive and significant effect on Online Purchase Decision. Generational Difference also significantly moderates this relationship, with a stronger effect found among Generation Y than Generation X. These findings indicate that online purchase decisions are influenced not only by marketplace information, but also by consumers' internal digital readiness and generational characteristics. The study suggests that Wardah Cosmetics should develop generation-based digital marketing strategies to improve consumer purchase decisions in beauty e-commerce.

## INTRODUCTION

Digital transformation has significantly changed consumer behavior, particularly in the way consumers search for information, evaluate alternatives, and make purchase decisions through

online platforms. E-commerce platforms no longer function only as transaction channels, but also as digital information environments that provide product descriptions, customer reviews, ratings, promotional features, and algorithm-based recommendations. In the context of digital marketing, these information sources are expected to help consumers evaluate product quality, reduce uncertainty, and strengthen online purchase decisions (Chaffey & Ellis-Chadwick, 2019; Kotler & Keller, 2016; Laudon & Traver, 2021).

However, the availability of digital information does not always lead to actual purchase decisions. Consumers are often exposed to large amounts of online information that must be interpreted before making a purchase. Although reviews, ratings, and product information can support decision-making, excessive information may also create confusion, cognitive overload, and hesitation. This condition indicates that online purchase decisions are not determined only by the availability of digital information, but also by consumers' ability to process, evaluate, and use such information effectively (Chen & Lee, 2008; Park & Kim, 2019).

This condition reflects a digital issue, in which digital information is widely available but is not fully converted into actual purchase behavior. The phenomenon can be observed in the case of Wardah Colorfit Matte Foundation on Shopee. Wardah is one of the well-known local cosmetic brands in Indonesia and has strong digital visibility in the marketplace. However, data from the Top Brand Index show that the foundation category of Wardah declined from 16% in 2021 to 3.9% in 2025. This decline indicates a weakening consumer preference toward Wardah foundation products, despite the brand's strong presence in the digital market (Top Brand Index, 2025).

The same issue also appears in Shopee sales data. Wardah Colorfit Matte Foundation has a relatively high rating of around 4.8 to 4.9 and has accumulated more than 24,000 customer reviews. In theory, online reviews and ratings should function as informational cues that increase consumer trust and support purchase decisions. However, the product only recorded an average sales volume of 877 units per month during January to October 2025. In comparison, Wardah Colorfit Perfect Glow Cushion and Wardah Lightening Fresh BB Tint recorded more than 100,000 reviews and more than 1,000 units sold per month. This gap shows that high ratings and a large number of reviews do not automatically result in stronger online purchase decisions (Filieri et al., 2015; Park & Kim, 2019; Shopee Analytics, 2025).

This phenomenon suggests that external digital information alone is not sufficient to explain consumer purchase decisions in e-commerce. Consumers also need internal readiness to understand, trust, and process digital information before making a purchase. In this context, digital mindset becomes an important internal factor. Digital mindset refers to consumers' openness, readiness, and confidence in using digital technology and information to support decision-making. Consumers with a stronger digital mindset tend to be more adaptive in using e-commerce features, more selective in evaluating reviews and ratings, and more capable of turning digital information into purchase decisions (Goldmann et al., 2025; Solberg et al., 2020).

The influence of digital mindset may also vary across generational groups. Based on the generational cohort perspective, individuals who were born in the same period tend to share similar social and technological experiences, which shape their values, preferences, and decision-making patterns. Generation X and Generation Y have different experiences in adapting to digital technology. Generation X experienced the transition from offline to digital environments, while Generation Y grew up with more intensive exposure to the internet and e-commerce. These differences may influence how each generation processes digital information and forms online purchase decisions (Bolton et al., 2013; Lissitsa & Kol, 2016; Djamasbi, Siegel, & Tullis, 2010).

Previous studies on online purchase decisions have mostly focused on external factors such as trust, perceived risk, information quality, platform design, and online reviews. Although these factors are important, limited studies have examined digital mindset as an internal consumer factor in the context of local cosmetic products. In addition, studies involving generational differences are often descriptive and have not explicitly tested generational cohort as a moderating variable in the relationship between digital mindset and online purchase decision. This creates a research gap in explaining why the same digital information may produce different purchase decision outcomes among consumers from different generations.

Based on this phenomenon and research gap, this study aims to analyze the effect of digital mindset on online purchase decision and to examine the moderating role of generational difference in the context of Wardah Colorfit Matte Foundation on Shopee. This study focuses on Generation X and Generation Y consumers who have searched for information or purchased the product through Shopee. The findings are expected to contribute to the development of digital consumer behavior studies and provide practical insights for Wardah Cosmetics in designing generation-based digital marketing strategies.

## **LITERATURE REVIEW**

### **Digital Mindset**

Digital mindset refers to an individual's openness, readiness, and confidence in understanding and using digital technology in daily activities and decision-making. In the context of online shopping, digital mindset helps consumers process product information, compare alternatives, evaluate online reviews, and reduce uncertainty before making a purchase decision. Solberg et al. (2020) explain that digital mindset reflects individual beliefs and readiness to adapt to digital environments. Leonardi and Neeley (2022) also state that digital mindset enables individuals to understand digital systems, data, and technology in a more reflective way. Furthermore, Goldmann et al. (2025) describe digital mindset through three dimensions, namely digital consciousness, digital expertise, and digital business acumen. Therefore, consumers with a stronger digital mindset tend to be more capable of using digital information effectively in e-commerce platforms.

### **Online Purchase Decision**

Online purchase decision is the consumer's decision to buy a product or service through digital platforms after evaluating available online information. In e-commerce, consumers rely on product descriptions, prices, ratings, reviews, brand reputation, and transaction convenience before making a purchase. Kotler and Keller (2016) explain that purchase decisions are formed through consumer evaluation of several alternatives. In the digital context, Laudon and Traver (2021) state that e-commerce platforms act as transaction channels and information sources that influence consumer decisions. Consumer behavior theory also explains that purchase decisions occur through several stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Engel et al., 1995; Solomon, 2018). Thus, online purchase decision is shaped by both digital information and consumers' ability to evaluate that information.

### **Generational Difference**

Generational difference refers to differences in consumer characteristics based on birth cohorts and shared social or technological experiences. Mannheim (1952) explains that

individuals born in the same period tend to have similar values, attitudes, and behavioral patterns because they experience similar social conditions. In digital consumer behavior, Generation X and Generation Y may have different levels of digital experience, technology comfort, and risk perception. These differences can influence how consumers process online information and make purchase decisions. Hayes (2018) explains that a moderating variable can strengthen or weaken the relationship between an independent variable and a dependent variable. In this study, generational difference is positioned as a moderating variable because it may affect the strength of the relationship between digital mindset and online purchase decision. Bohari et al. (2024) also support that generational cohort can moderate the relationship between digital-related perceptions and technology adoption behavior.

## **METHOD**

### **Research Methods, Object, and Subject**

This study used a quantitative method with an associative-causal and moderation approach. The quantitative method was applied because the study tested hypotheses using standardized instruments, numerical data, and statistical analysis (Sugiyono, 2019). The associative-causal approach was used to examine the effect of digital mindset on online purchase decision, while the moderation approach was used to test whether generational difference changes the strength of this relationship (Baron & Kenny, 1986; Sugiyono, 2019).

The object of this study was the relationship between digital mindset as the independent variable and online purchase decision as the dependent variable, with generational difference as the moderating variable. The subject of this study was Generation X and Generation Y consumers who used Shopee and had searched for information or purchased Wardah Colorfit Matte Foundation. These subjects were selected because they were directly involved in the online purchase decision process, from digital information search to purchase decision formation (Kotler & Keller, 2016).

### **Measurement**

All variables were measured using a structured questionnaire with a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Digital Mindset was measured using 18 items adapted from Goldmann et al. (2025). The variable consists of three dimensions: Digital Consciousness, Digital Expertise, and Digital Business Acumen. Its indicators include Openness to Change, Digital Curiosity, Adaptability, Digital Self-Efficacy, Collaboration and Social Engagement, and Data-Driven Social Engagement. These indicators reflect consumers' openness, curiosity, adaptability, confidence, and ability to use digital interaction and digital information in decision-making.

Online Purchase Decision was measured using 20 items based on the consumer decision-making process from Engel et al. (1995) and Kotler and Keller (2016). The variable consists of five dimensions: Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post-Purchase Behavior. The indicators include Digital Media Exposure, Need Awareness, Online Information Search, Price and Quality Assessment, Product Comparison, Actual Online Purchase Decision, Satisfaction, and Repurchase (Hajli et al., 2017; Lim et al., 2016; Pavlou, 2003; Schiffman & Wisenblit, 2015; Solomon, 2018).

Generational Difference was treated as a moderating variable and classified based on birth year. Generation X refers to respondents born between 1965 and 1980, while Generation Y refers to respondents born between 1981 and 1996, following the generational cohort classification

(Mannheim, 1952; Noble & Schewe, 2003; Pew Research Center, 2019).

The instrument passed validity and reliability tests. All 18 Digital Mindset items and 20 Online Purchase Decision items were declared valid and reliable. Cronbach's Alpha values were 0.920 for Digital Mindset and 0.941 for Online Purchase Decision, indicating high internal consistency.

### **Sample and Population**

The population of this study consisted of Generation X and Generation Y consumers who used Shopee and had experience with Wardah Colorfit Matte Foundation. The selection of these two generations was based on the assumption that differences in technology experience, digital comfort, and risk sensitivity may influence the strength of the relationship between digital mindset and online purchase decision.

The respondents were selected using specific criteria. First, respondents had to belong to Generation X, born between 1965 and 1980, or Generation Y, born between 1981 and 1996. Second, respondents had to be active Shopee users. Third, respondents had purchased Wardah Colorfit Matte Foundation through Shopee. These criteria ensured that the respondents were relevant to the variables examined in this study and suitable for testing the moderating role of generational difference.

The sample refers to a part of the population that represents the overall research population (Ferdinand, 2014). The initial sample size was determined using the Slovin formula and was rounded to 383 respondents. After the data screening process, a total of 370 valid responses from Generation X and Generation Y consumers were used for the final analysis.

This study used non-probability sampling with a purposive sampling technique. Purposive sampling was selected because the study required respondents with specific characteristics related to generation, Shopee usage, and purchase experience of Wardah Colorfit Matte Foundation. Thus, the final respondents were considered appropriate for examining the effect of digital mindset on online purchase decision and the moderating role of generational difference.

### **Data Analysis**

Data analysis was conducted through data screening, descriptive analysis, classical assumption testing, and moderation analysis. Screening and cleaning were performed before the main analysis to ensure that the data were complete, consistent, and suitable for statistical testing. A total of 386 questionnaires were collected, with no incomplete or duplicate responses. Outlier detection was conducted using standardized Z-score, with  $|z| > 3.29$  as the criterion. Sixteen outliers were identified and removed, resulting in 370 valid responses for the final analysis.

Descriptive analysis was used to summarize respondent characteristics and describe the general condition of Digital Mindset and Online Purchase Decision. Classical assumption tests were then conducted through normality, multicollinearity, and heteroscedasticity tests. The Kolmogorov-Smirnov test showed that the data were not normally distributed, with significance values below 0.05 for both Digital Mindset and Online Purchase Decision. However, this condition was not considered a major issue because the study used a large sample size and PROCESS Macro with bootstrapping, which does not strictly require normal data distribution.

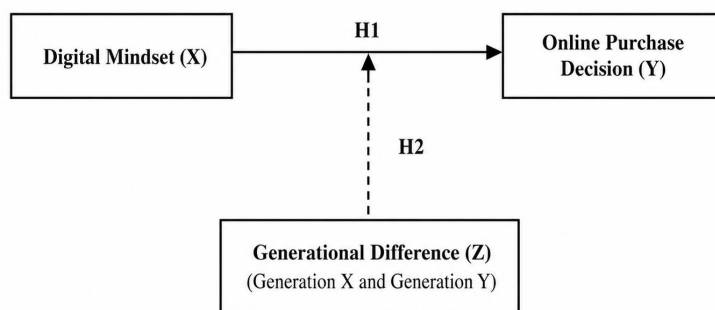
The multicollinearity test showed that Digital Mindset and Generational Difference had tolerance values of 0.988 and VIF values of 1.012. These values indicate that the model was free from multicollinearity. Meanwhile, the Glejser test showed a significance value of  $< 0.001$ , indicating heteroscedasticity in the regression model. However, the use of PROCESS Macro with bootstrapping helped produce more robust estimates despite this assumption violation.

Hypothesis testing was conducted using PROCESS Macro Model 1 with 5,000 bootstrap resamples and a 95% confidence level. This model was used to examine the direct effect of Digital Mindset on Online Purchase Decision and the moderating effect of Generational Difference. Model significance was assessed using regression coefficients, t-values, p-values, confidence intervals,  $R^2$ ,  $R^2$ -change, and conditional effects.

Therefore, this study proposes the following hypotheses:

H1: Digital mindset has a positive effect on online purchase decision.

H2: Generational difference moderates the relationship between digital mindset and online purchase decision.



**Figure 1. Hypotheses Framework**

## RESULT AND DISCUSSION

### Data Screening and Data Cleaning

Data screening and cleaning were conducted before the main analysis. A total of 386 questionnaires were collected. All responses were complete, no duplicate data were found, and all respondents met the research criteria. Outlier detection was then conducted using standardized Z-score with  $|z| > 3.29$  as the cut-off point. The results showed 16 outlier responses, which were removed from the dataset. Therefore, 370 valid responses were used for further analysis.

**Table 1. Data Screening and Cleaning Results**

| Description                    | Frequency |
|--------------------------------|-----------|
| Total collected questionnaires | 386       |
| Incomplete data                | 0         |
| Duplicate data                 | 0         |
| Outlier data                   | 16        |
| Final valid data               | 370       |

### Descriptive Statistics

Descriptive statistics show that both main variables were in the high category. Digital Mindset had a mean score of 75.55, while Online Purchase Decision had a mean score of 85.03. This indicates that most respondents had strong digital readiness and were actively involved in the online purchase decision process. The sample consisted of 118 Generation X respondents and 252 Generation Y respondents.

**Table 2. Descriptive Statistics of Research Variables**

| Variable                 | Mean            | Category |
|--------------------------|-----------------|----------|
| Digital Mindset          | 75.55           | High     |
| Online Purchase Decision | 85.03           | High     |
| Generation X             | 118 respondents | 31.89%   |
| Generation Y             | 252 respondents | 68.11%   |

**Moderation Analysis Using PROCESS Macro Model 1**

Moderation analysis was conducted using PROCESS Macro Model 1 to examine the direct effect of Digital Mindset on Online Purchase Decision and the interaction effect between Digital Mindset and Generational Difference. The model showed strong explanatory power, with  $R = 0.9131$  and  $R^2 = 0.8338$ . This means that 83.38% of the variance in Online Purchase Decision was explained by Digital Mindset, Generational Difference, and their interaction. The model was significant,  $F = 611.9983$ ,  $p < 0.001$ .

**Table 3. Moderation Analysis Results Using PROCESS Macro Model 1**

| Variable                                  | B                | SE         | t          | p          | LLCI            | ULCI            |
|-------------------------------------------|------------------|------------|------------|------------|-----------------|-----------------|
| Constant                                  | 36.396<br>4      | 4.837<br>4 | 7.524      | <0.00<br>1 | 26.88<br>4      | 45.90<br>9      |
| Digital Mindset                           | 0.6556           | 0.062<br>8 | 10.43<br>4 | <0.00<br>1 | 0.532           | 0.779           |
| Generational Difference                   | -<br>26.876<br>7 | 5.173<br>3 | -<br>5.195 | <0.00<br>1 | -<br>37.05<br>0 | -<br>16.70<br>4 |
| Digital Mindset × Generational Difference | 0.3411           | 0.067<br>4 | 5.064      | <0.00<br>1 | 0.209           | 0.474           |

Digital Mindset had a positive and significant effect on Online Purchase Decision, with  $B = 0.6556$ ,  $t = 10.434$ ,  $p < 0.001$ , and a 95% confidence interval of 0.532 to 0.779. Since the coefficient was positive and the confidence interval did not include zero, H1 was supported. This indicates that higher Digital Mindset leads to higher Online Purchase Decision.

Generational Difference also significantly moderated the relationship between Digital Mindset and Online Purchase Decision. The interaction coefficient was positive and significant, with  $B = 0.3411$ ,  $t = 5.064$ ,  $p < 0.001$ , and a 95% confidence interval of 0.209 to 0.474. This result indicates that Generational Difference strengthens the effect of Digital Mindset on Online Purchase Decision. Therefore, H2 was supported.

The interaction term increased the model's explanatory power by  $R^2\text{-change} = 0.0116$ , or 1.16%. Although the increase was relatively small, the interaction effect was statistically significant,  $F = 25.6437$ ,  $p < 0.001$ . This confirms that adding Generational Difference as a moderator improved the model.

**Table 4. Conditional Effects of Digital Mindset on Each Generation**

| Generation   | Effect | SE     | t      | p      | LLCI  | ULCI  |
|--------------|--------|--------|--------|--------|-------|-------|
| Generation X | 0.6556 | 0.0628 | 10.434 | <0.001 | 0.532 | 0.779 |
| Generation Y | 0.9967 | 0.0243 | 41.024 | <0.001 | 0.949 | 1.044 |

Conditional effect analysis showed that Digital Mindset had a significant positive effect on Online Purchase Decision in both groups. However, the effect was stronger among Generation Y, with an effect value of 0.9967, compared to Generation X, with an effect value of 0.6556. This result shows that Generation Y was more responsive to Digital Mindset in forming Online Purchase Decision.

## **Discussion**

The findings of this study confirm that Digital Mindset has a positive and significant effect on Online Purchase Decision. This result indicates that online purchase decisions are not determined only by the availability of digital information, but also by the internal capability of consumers to understand, evaluate, and use that information during the decision-making process. In the context of e-commerce, consumers are exposed to product descriptions, ratings, reviews, promotional information, and algorithm-based recommendations. However, these digital cues will only influence purchase decisions when consumers have sufficient readiness, confidence, and ability to process them.

This finding is consistent with Consumer Behavior Theory, which explains that purchase decisions are formed through several stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Engel et al., 1995; Kotler & Keller, 2016). In an online context, these stages are strongly shaped by the consumer's interaction with digital information. Consumers need to identify their needs through digital exposure, search for product information through marketplace features, compare alternatives based on reviews and ratings, and finally decide whether to purchase the product. Therefore, Digital Mindset becomes relevant because it supports consumers in moving through each stage of the online decision-making process more effectively.

The result also strengthens the argument that online purchase decision is a cognitive and evaluative process in a digital environment. Solomon (2018) and Laudon & Traver (2021) explain that online information helps consumers assess product quality, compare alternatives, and reduce uncertainty before making a purchase. However, digital information can also create complexity when consumers are unable to filter and interpret it properly. Bettman et al. (1998) argue that complex information can influence decision quality, while Pavlou (2003) emphasizes that perceived risk remains important in online transactions. In this context, consumers with stronger Digital Mindset are more capable of reducing uncertainty because they can evaluate digital cues more critically and confidently.

Digital Mindset also reflects consumers' openness and readiness toward digital technology. Solberg et al. (2020) explain that Digital Mindset is related to individual readiness to adapt and participate in digital environments. Goldmann et al. (2025) further explain that Digital Mindset includes Digital Consciousness, Digital Expertise, and Digital Business Acumen. These dimensions are relevant to online purchasing because consumers need openness to digital innovation, confidence in using digital platforms, adaptability toward e-commerce features, and the ability to use social digital information as a basis for decision-making. Thus, consumers with stronger Digital Mindset are more likely to trust digital information and convert it into actual purchase decisions.

This finding also explains the phenomenon found in Wardah Colorfit Matte Foundation on Shopee. The product has high digital visibility, with a rating of 4.8 to 4.9 and more than 24,000 reviews, but its average sales remain lower than other Wardah complexion products. In theory, online reviews and ratings should function as informational cues that increase consumer trust and encourage purchase decisions (Filieri et al., 2015; Park & Kim, 2019). However, the findings of

this study suggest that the presence of positive digital information is not enough. Consumers also need internal digital readiness to interpret the information, reduce perceived risk, and build confidence before purchasing. Therefore, Digital Mindset becomes a key factor that explains why digital information can be converted into online purchase decisions.

The findings also show that Generational Difference significantly moderates the relationship between Digital Mindset and Online Purchase Decision. This means that the influence of Digital Mindset is not uniform across generational groups. Generational Difference explains why consumers with different social and technological experiences may respond differently to the same digital environment. Generation X and Generation Y may both use Shopee and access the same product information, but they do not necessarily process digital information in the same way.

This result is consistent with Generational Cohort Theory, which states that individuals born in the same historical period tend to share similar social and technological experiences that shape their attitudes, values, and behavior (Mannheim, 1952; Noble & Schewe, 2003). In the context of digital consumption, Generation X and Generation Y have different relationships with technology. Generation X experienced the transition from offline to online shopping, while Generation Y grew up with stronger exposure to the internet, e-commerce, digital reviews, and online comparison practices. These different experiences may influence how each generation evaluates online information and forms purchase decisions.

The moderation result also aligns with the view that generational differences can shape digital behavior and online decision-making. Bolton et al. (2013) explain that generational characteristics influence consumer interaction with technology. Lissitsa & Kol (2016) show that generational groups may differ in online shopping behavior, while Djasmasbi, Siegel, and Djasmasbi et al. (2010) emphasize that age-related differences can affect how users interact with digital interfaces. In this study, Generational Difference strengthens the effect of Digital Mindset, meaning that the same digital readiness produces a stronger purchase decision effect in one generation than in another.

More specifically, Generational Difference functions as an enhancing moderator. The positive interaction coefficient indicates that the moderating variable strengthens the relationship between Digital Mindset and Online Purchase Decision. The conditional effect shows that the effect of Digital Mindset is stronger among Generation Y than Generation X. This result suggests that Generation Y is more capable of converting digital readiness into actual online purchase decisions. Their stronger familiarity with marketplace systems, customer reviews, digital comparison, and online transaction processes makes Digital Mindset more influential in shaping purchase behavior.

For Generation X, Digital Mindset still has a positive effect on Online Purchase Decision, but the effect is weaker than in Generation Y. This may occur because Generation X tends to have a more cautious approach in online transactions. Consumers in this group may require clearer product information, stronger trust signals, security assurance, and more practical explanations before making purchase decisions. Meanwhile, Generation Y tends to be more familiar with digital ecosystems and more comfortable using online information as a basis for decision-making. Therefore, Digital Mindset among Generation Y can be translated into purchase decisions more directly.

This finding has important theoretical implications. It extends Consumer Behavior Theory by showing that online purchase decision is influenced not only by external digital stimuli, but also by internal digital readiness. It also strengthens the Digital Mindset literature by positioning

Digital Mindset as an internal consumer factor that supports decision-making in e-commerce. In addition, the finding contributes to Generational Cohort Theory by showing that generational context can change the strength of the relationship between psychological readiness and online consumer behavior. Thus, generational difference should not be treated only as a demographic category, but also as a contextual factor that shapes digital purchase decisions.

Practically, the findings suggest that Wardah Cosmetics should not rely only on ratings, reviews, and marketplace visibility. These digital assets are important, but they need to be supported by strategies that match consumers' generational characteristics. For Generation Y, Wardah can emphasize interactive digital content, review-based promotion, influencer validation, product comparison, and social proof because this group is more responsive to digital information. For Generation X, Wardah should focus on building trust through clear product claims, shade guidance, transaction security, product quality assurance, and informative content that reduces uncertainty. A generation-based digital marketing strategy is therefore more suitable than a single uniform strategy for all consumers.

Overall, this study demonstrates that Online Purchase Decision in the e-commerce cosmetic market is shaped by the interaction between Digital Mindset and Generational Difference. Digital Mindset enables consumers to process online information and convert it into purchase decisions, while Generational Difference determines how strongly this process occurs. The stronger effect among Generation Y confirms that digital readiness becomes more powerful when supported by greater familiarity with digital technology and online shopping practices.

## **CONCLUSION**

This study concludes that Digital Mindset has a positive and significant effect on Online Purchase Decision among Generation X and Generation Y consumers of Wardah Colorfit Matte Foundation on Shopee. Consumers with stronger Digital Mindset tend to be more capable of searching, evaluating, and using digital information during the online purchase decision process. This finding confirms that online purchase decisions are not only influenced by marketplace information, such as reviews, ratings, and product descriptions, but also by consumers' internal readiness to process digital information.

Generational Difference also significantly moderates the relationship between Digital Mindset and Online Purchase Decision. The effect of Digital Mindset was stronger among Generation Y than Generation X, indicating that Generation Y is more responsive to digital information in forming purchase decisions. This result shows that generational characteristics play an important role in explaining how consumers convert digital readiness into online purchasing behavior.

These findings suggest that Wardah Cosmetics should develop generation-based digital marketing strategies. For Generation Y, strategies can focus on interactive content, social proof, influencer communication, and review-based promotion. For Generation X, strategies should emphasize trust, product clarity, transaction security, and practical product information. Future studies are encouraged to examine other generations, product categories, or e-commerce platforms, and to include additional variables such as trust, perceived risk, electronic word-of-mouth, and online shopping experience to provide a broader understanding of online purchase decisions.

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