

การชำระเงินปลายทาง (COD) และพฤติกรรมการซื้อ สินค้าออนไลน์ในเจนเนอเรชัน Y และ Z Cash on Delivery (COD) Payment on Online Purchasing Behavior in Generations Y and Z

โชตินันท์ สถิตธนกาญจน์¹ และ นันทิกา ปริญาพาล²

วันรับ: 6 กุมภาพันธ์ 2567 วันแก้ไข: 11 มีนาคม 2567 ยอมรับ: 1 เมษายน 2567

บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อสำรวจผลกระทบของการใช้บริการชำระเงินแบบเก็บเงินปลายทาง (Cash on Delivery : COD) ต่อพฤติกรรมการซื้อสินค้าออนไลน์ของกลุ่มเจนเนอเรชัน Y และ Z ซึ่งทั้ง 2 กลุ่มประชากรมีลักษณะที่แตกต่างกันและมีเอกลักษณ์เฉพาะ จากการเติบโตของอีคอมเมิร์ซที่มีอยู่ในปัจจุบันนี้ การทำความเข้าใจว่าคนทั้ง 2 เจนเนอเรชัน มีส่วนร่วมกับ COD ซึ่งเป็นวิธีการชำระเงินที่ใช้กันอย่างแพร่หลายอย่างไร เป็นสิ่งสำคัญสำหรับทั้งนักวิจัยและผู้มีส่วนได้ส่วนเสียด้านอีคอมเมิร์ซ ใช้วิธีการวิจัยเชิงคุณภาพ รวมถึงการสัมภาษณ์เชิงลึกและการสนทนากลุ่ม เพื่อเจาะลึกประสบการณ์ทัศนคติ และการรับรู้ของ COD ผลการวิจัยพบว่าปัจจัยต่างๆ เช่น ปัญหาด้านความน่าเชื่อถือ ข้อกังวลด้านความปลอดภัยในการทำธุรกรรมออนไลน์ และระดับความรู้ด้านดิจิทัล มีอิทธิพลอย่างมากต่อการเลือกใช้บริการชำระเงินแบบเก็บเงินปลายทาง (Cash on Delivery : COD) การศึกษานี้ไม่เพียงแต่ให้ข้อมูลเชิงลึกเกี่ยวกับพลวัตที่แตกต่างกันของการใช้ COD ในกลุ่มคนรุ่น Y และ Z เท่านั้น แต่ยังนำเสนอแนะที่มีคุณค่าสำหรับผู้มีส่วนได้ส่วนเสียด้านอีคอมเมิร์ซ โดยมีเป้าหมายที่จะ

¹ นักศึกษาปริญญาโท, หลักสูตรวิทยาศาตรมหาบัณฑิต สาขาวิชาเทคโนโลยีสารสนเทศ, มหาวิทยาลัยธุรกิจบัณฑิต

² อาจารย์ประจำสาขาวิชา, คณะหลักสูตรวิทยาศาตรมหาบัณฑิต (เทคโนโลยีสารสนเทศ), มหาวิทยาลัยธุรกิจบัณฑิต

เปลี่ยนแปลงบริการเพื่อตอบสนองความต้องการของผู้บริโภคดิจิทัลเหล่านี้ ปรับปรุงประสบการณ์การช้อปปิ้งออนไลน์สำหรับคนรุ่นใหม่ โดยควรมีการให้คำแนะนำในส่วนต่างๆ เช่น มาตรการสร้างความไว้วางใจ การปรับปรุงความปลอดภัย และกลยุทธ์สำหรับการรับมือกับระดับทักษะดิจิทัลที่หลากหลายของผู้บริโภค

คำสำคัญ: การเก็บเงินปลายทาง (COD), พฤติกรรมการช้อปปิ้งออนไลน์, อีคอมเมิร์ซ

Abstract

Research investigates the impact of Cash on Delivery (COD) payment on the online purchasing behavior of Generations Y and Z, two distinct demographic cohorts with unique characteristics. The research sample consisted of 320 Generation Y, and Z consumers who had purchased or intended to buy goods and services in e-commerce. With the increasing prevalence of e-commerce, understanding how these generations engage with COD, a widely used payment method, is crucial for both researchers and e-commerce stakeholders. Qualitative research methods, including in-depth interviews and focus groups, were employed to delve into the nuanced experiences, attitudes, and perceptions of COD within these generational cohorts. Findings reveal that factors such as trust issues, security concerns in online transactions, and the level of digital literacy significantly influence the preference for COD. The study not only provides insights into the distinct dynamics of COD usage among Generations Y and Z but also offers valuable implications for e-commerce stakeholders aiming to tailor their services to meet the preferences of these digital-native consumers. To enhance the online shopping experience for these generations, recommendations are provided, addressing areas such as trust-building measures, security enhancements, and strategies for accommodating diverse levels of digital literacy.

Key words: Cash on Delivery (COD), Online Purchasing Behavior, E-commerce

1. Introduction

The widespread accessibility of the internet has transformed the way people, across all demographics, engage with technology. This tech-savvy population utilizes various social media platforms for communication, networking, gaining insights, education, business, and entertainment. In today's digital era, technology plays a crucial role in meeting diverse needs, including accessing information, communication, and even online shopping. The advent of online shopping applications has further revolutionized the consumer experience easily and conveniently purchase virtually any products they want online. In Thailand, consumers' widespread use of mobile phones and/or tablets has caused e-commerce to rise exponentially over the past few years. Another key factor in the recent dramatic growth of e-commerce has been the coronavirus pandemic (COVID-19), which for sanitary reasons has been causing consumers to purchase more products via social media. Indeed, the pandemic has been acting as an accelerator (Gu et al., 2021). These applications provide a user-friendly interface for viewing and purchasing a wide range of products, spanning from everyday items like food, beverages, and clothing to more significant purchases like smartphones and heavy appliances. The applications enhance the shopping experience by offering clear pricing, promotions, discounts, and multiple payment options, catering to the diverse preferences of consumers. As a result, Thailand's e-commerce reached 634 billion baht in 2023 and it is expected that in 2024 the market value will increase to 694 billion baht, with an average annual growth of 6%, and in 2025 the market value will be as high as 750 billion baht. (Electronic Transactions Development Agency, 2023)

Currently, consumer behavior has undergone a significant transformation, primarily influenced by the prevalence of e-commerce platforms and diverse payment methods. The rapid integration of technology and the internet has given rise to various payment options, with a notable emphasis on digital payments. E-commerce platforms have adopted these digital payment methods

as a fundamental component of their buying and selling transactions. In addition to digital payments, the type of payment channel that was chosen the most was mobile/Internet banking, accounting for 68.12 percent of all channels, followed by e-commerce entities also offer an alternative payment approach known as Cash on Delivery (COD) at 7.92 percent. at 7.92 percent. (Electronic Transactions Development Agency, 2023) The Cash on Delivery (COD) service functions as a payment method wherein the purchaser pays in cash to the courier upon the delivery of the goods. This payment approach provides a sense of security for the buyer regarding the received items (Shafa & Hariyanto, 2020). Indicators associated with COD encompass elements of security, privacy, and trust, as highlighted by research (Halaweh, 2017). Several payment methods, including credit/debit cards, prepaid cards, and mobile wallets, have been introduced for e-commerce. While developed nations have readily embraced these e-payment options, in developing countries, a considerable proportion of e-customers still prefer the use of Cash on Delivery (COD). The evolution of online business is intricately linked to the development of payment methods for online transactions. Initially, purchases were made through advance payments with goods delivered later via ATM transfer. However, the landscape has transformed, offering various e-commerce payment methods. Digital wallets and cash on delivery (COD) have become prevalent. COD, in particular, is popular among consumers due to its perceived reliability, simplicity, and reduced fraud risk. This shift reflects a dynamic adaptation in payment methods, aligning with consumer preferences and emphasizing trust and convenience in the ever-changing realm of e-commerce. Cash-on-delivery (COD) payment, where customers pay in cash upon the delivery of online purchases, is favored by first-time online buyers and those seeking more control, particularly in emerging economies. Although this option facilitates e-commerce platforms in reaching new customers, it introduces significant risks, notably fraud and abuse. While providing a convenient and familiar payment method, the COD

model demands careful risk management to address potential challenges, ensuring a balance between customer acquisition and safeguarding against financial losses and fraudulent activities for sustained success in the dynamic landscape of online transactions (Deep et al., 2023). This method addresses concerns related to online payment security, which are particularly prominent among specific demographic groups. With the growth of the business field in information and communication, and the increasing community needs in this domain, retailers can thrive by offering services that aid and streamline telecommunications (Anas, 2023). The Cash on Delivery (COD) service has become a preferred option for consumers due to its ease, safety, and practicality. COD serves consumers similarly to in-store purchases, providing a process involving selling, purchasing, paying at a specified location, exchanging products, and offering information services—all facilitated through the internet (Halaweh, 2017). The decline in the usage of the Cash on Delivery (COD) method can be attributed to several factors, including promotion, service quality, and user trust in the method. Companies engaging in extensive promotion have the potential to boost sales; however, if the quality of the product or service is not widely known, consumers may hesitate to make a purchase. The trustworthiness of the method is crucial, and factors like service quality play a pivotal role in building consumer confidence. As per Kotler and Keller, a service is intangible and doesn't result in ownership, making its perception closely tied to the trust and quality associated with it (Lubis & Rianto, 2019; Rianto et al., 2022).

This research paper is structured into six sections. The first section serves as the introduction, providing an overview of the study. Following that, the second section outlines the research objectives, setting the stage for the investigation. The third section delves into the research methodology, detailing the approach employed in the study. Moving forward, the fourth section centers on the research findings, seeking to address the established objectives through insights derived from interviews conducted by the researcher. Similarly, the fifth

section primarily focuses on the discussion, and the six sections are conclusion and recommendations arising from the study's outcomes. This structured organization aims to present a comprehensive and coherent exploration of the research topic.

1.1 Generational Differences in E-Commerce Behavior

Generational differences in e-commerce behavior represent a crucial area of study, particularly when considering the distinct preferences and habits of different age groups. Here's an exploration of how these differences manifest, especially focusing on the varying behaviors of Generation Y (Millennials) and Generation Z in the context of e-commerce.

Examining Generations Y and Z in the realm of e-commerce, particularly focusing on Generation Y (Millennials), illuminates a demographic that seamlessly integrates digital and traditional shopping, shaped by experiences during the digital transition. The digital literacy varies widely, spanning from highly tech-savvy individuals to those less acquainted, influenced by unique encounters with evolving technology. Millennials exhibit a propensity for research-driven purchasing, heavily relying on digital tools like online reviews, price comparisons, and social recommendations, occasionally opting for in-person transactions, especially for high-value acquisitions. The adaptability to technological shifts, observed from the basic internet era to advanced technologies, highlights their proficiency in embracing novel digital trends. Effective e-commerce strategies for Millennials should prioritize an omni-channel shopping experience, acknowledging their dual preference for online and offline methods, while also addressing their heightened concerns regarding online privacy and security, placing importance on transparent and secure digital practices from e-commerce platforms. Generation Y, also known as Millennials, is a crucial segment of the market, distinguished by digital fluency, openness to innovation, and a preference for living in the present (Umutoni, 2021). This

generation relies heavily on the Internet for communication, often opting for online transactions. Their proficiency in technology, coupled with their high numbers, positions them as a formidable market force. Consequently, businesses have targeted this group, taking advantage of their online presence and influence in driving Internet shopping trends. Notably, their preference for online reviews when making purchasing decisions offers valuable insights for both consumers and marketers (Silvia, 2019; Munsch, 2021; Israfilzade & Baghirova, 2022).

Generation Z, born into the digital age, exhibits an impressive level of inherent digital literacy, skillfully navigating various online platforms for an intuitive and efficient shopping experience. With advanced communication technology being integral to their lives, they are also more likely to engage in different forms of communication. As the first generation to have readily available internet technology, they take platforms like Google, Facebook, Instagram, and Snapchat for granted, considering them as their community. While previous generations might have preferred Facebook, Gen Z shows a preference for Snapchat, Instagram, and Twitter, utilizing short audio and video clips to complement their information intake. In this cyberspace community, individuals can have numerous online acquaintances without physically meeting anyone. Therefore, social connectivity, along with social pressure, is predicted to be high within this generation. (Kahawandala, 2020; Bradford, 2018; Zorn, 2017). With a strong preference for online shopping, driven by its convenience and the abundance of choices, especially through mobile devices, Gen Z displays a notable inclination towards digital payment methods such as mobile wallets and online banking, often adopting new payment technologies early. Social media plays a pivotal role in influencing their shopping habits, with platforms like Instagram and TikTok serving as key channels for product discovery and decision-making. Given their high digital literacy, Gen Z demands seamless online experiences, expecting fast and user-friendly e-commerce platforms.

Gen Z place significant value on authentic brand engagement, gravitating towards brands that align with their personal values and ethics. Businesses aiming to cater to Gen Z should tailor their online platforms, emphasizing mobile optimization, offering diverse digital payment options, and actively engaging with them on social media (Sjahrudin & Adif, 2024; Kitjaroenchai & Chaipoopirratana, 2022).

Understanding the nuanced differences in e-commerce behaviors and preferences between Millennials and Generation Z is crucial for businesses. While Millennials blend traditional and digital shopping experiences with varying digital literacy, Gen Z is distinctly oriented towards a fully digital, efficient, and socially influenced shopping environment. E-commerce platforms must continuously evolve, focusing on aspects like technology, security, and consumer engagement to successfully cater to these diverse generational needs in the digital marketplace (Weke & Owoade, 2022).

Both Generation Y, also known as Millennials, and Generation Z, or iGen, exhibit a high level of technological proficiency, yet their preferences diverge in communication, consumption habits, and trust in companies. Millennials, influenced by online reviews and social media, prefer email communication, engage in online shopping, and prioritize the buying experience. They demonstrate mixed brand loyalty, a strong connection with storytelling, and a higher level of trust in companies. On the other hand, Generation Z values novelty, simplicity, and financial security. They prefer social media and instant messaging, opt for physical stores when shopping, and seek maximum value for their money. While displaying less brand loyalty and trust in companies, they can be influenced by demonstrations of social responsibility. Both generations share a focus on privacy, a preference for convenience over brand loyalty, and an expectation of personalized offers. However, they differ in their preferences for home delivery and saving habits. Turning to the realm of e-commerce, Generations Y and Z exhibit unique responses to Cash on Delivery (COD) as a payment option.

Millennials, born between the early 1980s and mid-1990s, have a blended approach to traditional and modern purchasing due to their exposure to the digital revolution. In contrast, Generation Z, born from the mid-1990s onwards, immersed in digital technology from birth, approaches e-commerce with distinct expectations. The preference for COD among Millennials is driven by the appeal of blending online browsing with the tangibility and assurance of COD. Conversely, Generation Z's inclination towards COD is often associated with limited access to credit facilities and a heightened concern for financial security in online transactions (Bulut, 2021; Bump, 2021; Trejo, 2021; Munsch, 2021)

1.2 Digital Literacy

Digital literacy encompasses the capability to use information and communication technology (ICT) for locating, evaluating, utilizing, creating, and communicating content or information with cognitive and technical skills (Purwanto et al., 2023). Expanding beyond mere operational proficiency, it involves an individual's awareness and ability to use digital tools appropriately, including identifying, accessing, managing, integrating, and evaluating digital resources for generating new knowledge (Mulyandi & Tjandra, 2022). This skill set extends beyond application usage or device operation, encompassing cognitive, psychomotor, and emotional abilities required in a digital environment. Additionally, digital literacy involves managing digital information and operating digital devices, emphasizing the ability to understand, evaluate, assess, analyze, and organize information acquired through digital technology tools. The essence of digital literacy lies in using technology, information, and digital media effectively, requiring the ability to create information, assess application accuracy, and thoroughly comprehend digital content. Positioned as a critical skill in the contemporary world, digital literacy plays a substantial role in shaping consumer behavior, particularly within the e-commerce context. It enables consumers to make informed decisions and navigate digital platforms, albeit

with challenges that necessitate continual education and adaptation by both consumers and e-commerce entities. The ongoing evolution of digital literacy underscores its enduring significance in influencing consumer behavior and shaping e-commerce trends, demanding sustained attention from businesses and policymakers.

This introduction aims to set the foundation for a comprehensive study on how COD influences online purchasing behavior in these generational cohorts. The subsequent sections will delve into the specifics of this influence, exploring aspects such as trust, financial literacy, access to banking services, and the role of technological advancements in shaping these behaviors.

2. Objectives

1. To Explore the Preference for COD Payment among Generations Y and Z.
2. To Investigate the Impact of COD on Purchasing Decisions and Habits.

3. Research Methodology

3.1 Data Collection Methods

A qualitative research design will be employed to delve deeper into the attitudes, perceptions, and experiences of Generations Y and Z concerning Cash on Delivery (COD) in online shopping. In terms of data collection methods, one-on-one in-depth interviews will be conducted with selected participants from Generation Y and Z to gain detailed insights into their personal experiences, attitudes, and perceptions regarding COD. Additionally, focus group discussions will be organized with diverse groups from these generations to facilitate a broader discussion and capture a range of perspectives on COD. Observational research will be performed to understand real-life shopping behaviors and

payment method choices in online settings. Furthermore, existing literature, market reports, and case studies will be reviewed to complement primary data and provide a broader context for the study.

3.2 Data Analysis

For data analysis, the study will utilize thematic analysis to identify patterns and themes within the qualitative data. Coding techniques will be applied to categorize the data into meaningful groups aligning with the research objectives. To enhance the robustness of findings, triangulation will be employed, involving the comparison of data across different sources and methods. In terms of ethical considerations, the study will prioritize informed consent from all participants, ensuring they are fully aware of the research purpose and procedures. Confidentiality and anonymity of participants will be guaranteed to protect their privacy. Addressing potential biases is crucial, and the study will adhere to ethical standards in both data collection and analysis to maintain the integrity of the research process.

This research design aims to provide a comprehensive understanding of the factors influencing the preference for COD among Generations Y and Z, contributing valuable insights to the field of e-commerce and consumer behavior.

4. Research Findings

4.1 Preference for COD payment among Generations Y and Z

A substantial percentage within both Generations Y and Z expresses a clear preference for Cash on Delivery (COD). This inclination is attributed to several factors, including a lack of trust in online payment systems, concerns regarding financial security, and the preference for a tangible verification of product quality before making a payment. Notably, Generation Y participants frequently highlight their comfort with a hybrid approach, enjoying both digital

and traditional shopping methods. Conversely, Generation Z participants underscore their preference for COD due to limited access to credit facilities.

4.2 Impact of COD on purchasing decisions and habits

The influence of Cash on Delivery (COD) on online purchasing behavior is evident, significantly impacting the frequency of online purchases. Many participants express a higher likelihood of ordering online when COD is available as a payment option. This influence extends to the choice of online retailers, with participants showing a preference for local or familiar online stores when engaging in COD transactions. Furthermore, the availability of COD correlates with the types of products purchased during online transactions. Buyers opt for the COD payment method due to their familiarity with traditional payment systems, finding comfort in its various conveniences. Investigating the role of habits and beliefs in shaping buyer intentions and behavior is crucial for understanding the adoption of the COD payment method in e-commerce. Statistical evidence supports the positive impact of satisfaction, perceived payment alternatives, and habits on the intention to use the COD payment method. Lastly, the intention to use significantly affects the repeat use of COD payment methods (Savor & Ikhsan, 2023).

4.3 Role of technological familiarity in COD usage

The preference for Cash on Delivery (COD) among Generations Y and Z, despite their technological proficiency, stems from shared concerns regarding online fraud and data privacy. Generation Y, although comfortable with technology, exhibits a preference for COD, especially for higher-value purchases. In contrast, Generation Z consistently favors COD across various types of purchases, aligning with their characteristics of being interested in new technology, seeking convenience, and prioritizing safety. These characteristics are significant antecedents for technology self-efficacy, as individuals highly

interested in new technology tend to explore innovative products. Moreover, those seeking convenience are more likely to possess a sense of technology self-efficacy, influencing their confidence in using technology and impacting attitudes and usage habits. Consumers with high self-efficacy are more detailed in product discovery, utilizing various channels to find products that align with their purchase goals. Conversely, individuals with low self-efficacy for Internet technology are less likely to adopt and use the Internet compared to those with higher self-efficacy.

4.4 Trust and security concerns with online transactions

Trust issues, especially concerning the handling of personal and financial data, emerged as a prevalent concern among participants. Many participants from both Generations Y and Z perceived Cash on Delivery (COD) as a safer alternative to online payments, highlighting its role in mitigating the risk of cyber fraud. Security is an important concern in customers' viewpoint when they buy a product online. Most of the developing countries lack strict implementation of cyber laws which encourage hackers to target online users from such locations. E-payment systems and vulnerable e-merchant websites are focus of hackers to steal personal information and misuse the same. Therefore, customers feel insecure when providing such data on e-retailers' websites. Security of personal data, as per many reports, is one of the most important components of e-commerce activities. Frequent reports of identity theft and misuse of payment information compel the customers to refrain from using such information anywhere online.

Overall, the results indicated that while both Generation Y and Z are comfortable with digital technology, their online purchasing behavior is significantly influenced by trust, security, and socioeconomic factors, leading to a distinct preference for COD in certain scenarios. These results provide valuable insights into the evolving e-commerce landscape and consumer

behavior, highlighting the need for online retailers to consider diverse payment preferences and the underlying reasons behind them to effectively cater to these generational cohorts.

5. Discussion and Recommendations

5.1 Discussion

The findings of this study on Cash on Delivery (COD) Payment on Online Purchasing Behavior in Generations Y and Z align with and expand upon existing literature in the field of consumer behavior and e-commerce. The preference for COD among these generations can be contextualized within broader discussions about digital literacy, trust in online transactions, and socioeconomic factors influencing purchasing decisions.

5.5.1 Trust and Security in Digital Transactions. Concerns regarding trust and security in online payments align with the findings of Moody et al. (2017), who highlighted that trust in e-commerce is notably shaped by perceived security and privacy issues. This is especially pertinent for Generation Z, despite their digital nativity, as they demonstrate caution towards engaging in online financial transactions. Building on this, Smith and Halaweh (2017) underscore that the lack of trust in online payment systems frequently prompts consumers to opt for Cash on Delivery (COD). COD is perceived as offering a sense of control and assurance, addressing the apprehensions associated with online financial transactions (Anjum & Chai, (2020).

5.5.2 Digital Literacy and Financial Inclusion. The study's insights into the role of digital literacy and financial inclusion echo the findings of Andreou and Anyfantaki (2021) and Mandal et al (2023), emphasizing that financial literacy plays a crucial role in influencing consumers' adoption of digital payment methods. This holds particular relevance for Generation Y, which demonstrates a balanced approach towards both digital and traditional payment methods.

5.5.3 Generational Differences in E-commerce Behavior. The discernible differences in Cash on Delivery (COD) preference between Generations Y and Z can be connected to the generational concept articulated by Lissitsa and Kol (2016) and Eger (2021). The theory underscores that each generation displays distinctive consumer behavior shaped by their upbringing and socio-economic environment. Further delving into this generational divide shed light on the notion that, while Generation Z places a high value on the immediacy and convenience of digital transactions, their purchasing decisions are still markedly influenced by traditional factors, notably financial security.

5.5.4 Socioeconomic Factors and Implications for E-Commerce Stakeholders. The intricate interplay between socioeconomic factors and consumer behavior, particularly evident in the Cash on Delivery (COD) preferences of Generation Z, aligns with the findings of Beckers et al (2022). Beyond international distinctions, this phenomenon is underscored by the nuanced influence of socio-economic and geographical factors, creating a diverse landscape in online shopping behavior even within a single country, as identified by Clarke et al. (2015). These insights have profound implications for e-commerce stakeholders, urging them to consider the multifaceted dynamics of consumer decision-making. Tailoring strategies based on the intricate fabric of socioeconomic factors becomes imperative, enabling stakeholders to navigate the complexities of the digital marketplace and ensure their offerings resonate with the diverse preferences of consumers.

5.2 Future Research Directions

Future studies could delve into the impact of enhancing digital literacy and promoting financial inclusion on the payment preferences of Generations Y and Z. Additionally, exploring the role of emerging technologies, such as blockchain, in augmenting the security and trustworthiness of online transactions could offer valuable insights.

5.3 Limitations and Considerations

The qualitative nature of this study restricts the generalizability of findings to broader populations. Complementary quantitative studies could provide a more comprehensive understanding. Given the dynamic nature of technology, financial services, and evolving consumer attitudes, continuous research in this area is essential to capture changing preferences over time.

6. Conclusion

The study on Cash on Delivery (COD) Payment on Online Purchasing Behavior in Generations Y and Z” highlights several crucial insights into the evolving dynamics of e-commerce and consumer preferences. Despite the rapid advancement in digital payment technologies, COD remains a significant payment method, especially among Generation Y and Generation Z consumers. This preference is not solely based on technological familiarity but is deeply intertwined with concerns about trust, security, and socioeconomic factors.

For Generation Y, the preference for COD appears to be a balance between their comfort with digital innovations and a lingering affinity for traditional transaction methods. This generation’s inclination towards COD for high-value items underscores a nuanced approach to online purchasing - one that blends modern convenience with traditional assurances. Generation Z’s preference for COD, on the other hand, seems to stem more from their limited access to credit facilities and heightened concerns about financial security and privacy. Being digital natives does not automatically translate to an unconditional acceptance of all forms of digital transactions, as evident from their cautious approach towards online payments. The socioeconomic factors influencing COD preferences, such as income levels and regional disparities in banking services, underline a broader challenge in the e-commerce sector. These factors indicate a digital divide that affects purchasing behavior and payment preferences.

References

- Anas, H. (2023). Determinant Factor on the Decision to Use the COD Payment Method: Case of Millennial Generation-Indonesia. *East Asian Journal of Multidisciplinary Research*, 2(1), 281-290. <https://10.0.218.119/eajmr.v2i1.2597>
- Andreou, P. C., & Anyfantaki, S. (2021). Financial literacy and its influence on internet banking behavior. *European Management Journal*, 39(5), 658-674. <https://doi.org/10.1016/j.emj.2020.12.001>
- Anjum, S., & Chai, J. (2020). Drivers of cash-on-delivery method of payment in e-commerce shopping: evidence from Pakistan. *Sage Open*, 10(3), 2158244020917392. <https://doi.org/10.1177/2158244020917392>
- Balapour, A., Reyhaneh, I., Sabherwal, R., & Azuri, J. (2019). Mobile technology identity and self-efficacy: implications for the adoption of clinically supported mobile health apps. *International Journal of Information Management*, 49, 58-68. <https://doi.org/10.1016/j.ijinfomgt.2019.03.005>
- Barkhordari, M., Nourollah, Z., Mashayekhi, H., Mashayekhi, Y., & Ahangar, M. S. (2017). Factors influencing adoption of e-payment systems: An empirical study on Iranian customers. *Information Systems and e-Business Management*, 15(1), 89-116. <https://doi.org/10.1007/s10257-016-0311-1>
- Beckers, J., Cárdenas, I., & Verhetsel, A. (2018). Identifying the geography of online shopping adoption in Belgium. *Journal of Retailing and Consumer Services*, 45, 33-41. <https://doi.org/10.1016/j.jretconser.2018.08.006>
- Bradford, S. (2018). Alternative social media as a recruiting tool for generation Y and generation Z. *Int. J. Innov. Educ. Res*, 6(10), 253-264. <http://dx.doi.org/10.31686/ijer.Vol6.Iss10.1184>

- Bulut, S. (2021). Generation Z and its perception of work through habits, motivations, expectations preferences, and work ethics. *Psychology and Psychotherapy: Research Study*, 4(4), 1-5. <https://doi.org/10.31031/pprs.2020.04.000593>
- Bump, P. (2021, June 10). *Millennials vs. Gen Z: Why marketers need to know the difference*. hubspot. Retrieved from <https://blog.hubspot.com/marketing/millennials-vs-gen-z>
- Clarke, G., Thompson, C., & Birkin, M. (2015). The emerging geography of e-commerce in British retailing. *Regional Studies, Regional Science*, 2(1), 371-391. <https://doi.org/10.1080/21681376.2015.1054420>
- Deep, A., Kattamuru, S. C., Negi, M., Mathew, J., & Sathyanarayana, J. (2023, September). DyCOD-Determining Cash on Delivery Limits for Real-Time E-commerce Transactions via Constrained Optimisation Modelling. In *Joint European Conference on Machine Learning and Knowledge Discovery in Databases* (pp. 51-65). Cham: Springer Nature Switzerland.
- Eger, L., Komárková, L., Egerová, D., & Mičík, M. (2021). The effect of COVID-19 on consumer shopping behaviour: Generational cohort perspective. *Journal of Retailing and consumer services*, 61, 102542. <https://doi.org/10.1016/j.jretconser.2021.102542>
- Electronic Transactions Development Agency. (2023). *ETDA reveals the value of Thai e-commerce in 2023 will reach 5.96 trillion baht*. Retrieved from https://www.etda.or.th/th/pr-news/Dgt_ecom_survey2024.aspx
- Gu, S., Slusarczyk, B., Hajizada, S., Kovalyova, I., Sakhbieva, A. (2021). Impact of the COVID-19 pandemic on online consumer purchasing behavior. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(6), 2263-2281.

- Halaweh, M. (2017). Intention to adopt the cash on delivery (COD) payment model for E-commerce transactions: An empirical study. In *Computer Information Systems and Industrial Management: 16th IFIP TC8 International Conference, CISIM 2017, Bialystok, Poland, June 16-18, 2017, Proceedings 16* (pp. 628-637). Springer International Publishing. https://doi.org/10.1007/978-3-319-59105-6_54
- Kahawandala, N., Peter, S., & Niwunhella, H. (2020, September). Profiling purchasing behavior of Generation Z. In *2020 International Research Conference on Smart Computing and Systems Engineering (SCSE)* (pp. 155-160). IEEE.
- Kitjaroenchai, M., & Chaipoopiratana, S. (2022). Mixed method: Antecedents of online repurchase intention of Generation Y towards apparel products on e-commerce in Thailand. *ABAC Journal*, 42(1), 73-95. <https://doi.org/10.14456/abacj.2022.37>
- Lim, S. H., & Kim, S. (2018). A study on factors affecting use intention of omnichannel service -focusing on self-efficacy and personal innovativeness. *Korean Consumption Culture Association*, 21(1), 45-73. <https://doi.org/10.17053/jcc.2018.21.1.003>
- Lissitsa, S., & Kol, O. (2016). Generation X vs. Generation Y—A decade of online shopping. *Journal of retailing and consumer services*, 31, 304-312. <https://doi.org/10.1016/j.jretconser.2016.04.015>
- Magisa, N. S. (2023). Consumer Online Purchase Decisions Through Return Guarantee and Cash on Delivery (COD) Services Among Generation Z Users of The Shopee Application In Sungai Jawi Pontianak: Keputusan Pembelian Konsumen Secara Online Melalui Jaminan Pengembalian Dan Layanan Cash On Delivery (Cod) Pada Generasi Z Sungai Jawi Pontianak Pengguna Aplikasi Shopee. *Journal of Management Specialists*, 1(2), 61-70. <https://journal.institercom-edu.org/index.php/JMS/article/view/88>

- Mandal, A., Garima, M., & Dua. (2023). *Digital Financial Literacy: The Road to Digital Payment*. India: KAAV Publications. https://www.researchgate.net/publication/374690058_DIGITAL_FINANCIAL_THE_ROAD_TO_DIGITAL_PAYMENT
- Moody, G. D., Lowry, P. B., & Galletta, D. F. (2017). It's complicated: Explaining the relationship between trust, distrust, and ambivalence in online transaction relationships using polynomial regression analysis and response surface analysis. *European Journal of Information Systems*, 26(4), 379-413. <https://doi.org/10.1057/s41303-016-0027-9>
- Mulyandi, M. R., & Tjandra, R. H. (2022). The Influence of Product Quality and Brand Image on repurchase Intention of Halal Cosmetic Products in e-Commerce. *Journal of Industrial Engineering & Management Research*, 4(1), 41- 52. <https://doi.org/10.7777/jiemar.v4i1.438>
- Munsch, A. S. (2021). Millennial and generation Z digital marketing communication and advertising effectiveness: A qualitative exploration. *Journal of Global Scholars of Marketing Science*, 31(1), 10–29. <https://doi.org/10.1080/21639159.2020.1808812>
- Pencarelli, T., Škerháková, V., Taha, V. A., & Valentiny, T. (2018). Factors determining Italian online shoppers' preference of cash on delivery: Empirical analysis. *Polish Journal of Management Studies*, 18(2), 245–258. DOI: 10.17512/pjms.2018.18.2.20
- Purwanto, A., Purba, J.T., Bernarto, I., Sijabat, R. (2023). Investigating the role digital transformation and human resource management on the performance of the universities. *International Journal of Data and Network Science*, 7(4), 1-8. <http://dx.doi.org/10.5267/j.ijdns.2023.6.011>
- Rianto, M. R., Woestho, C., & Fikri, A. W. N. (2022). The Role of Mediating Innovation and Social Media: Market Orientation and Entrepreneurial Orientation on the Performance of MSME's Processed by Sea Products in Labuan Village, Banten. *East Asian Journal of Multidisciplinary Research*, 1(8), 1703–1714. <https://doi.org/10.55927/eajmr.v1i8.1350>

- Lubis, A. N., & Rianto, M. R. (2019). Strategi Bisnis Kuliner Dengan Harga Premium Dan Kualitas Pelayanan Dalam Mempengaruhi Kepuasan Dan Loyalitas Pelanggan. *Jurnal Ilmiah Akuntansi Dan Manajemen (JIAM)*, 15(1), 38–48. <http://jurnal.ubharajaya.ac.id/index.php/jiam/article/view/541>
- Savor, D. S., & Ikhsan, R. B. (2023, May). Habits and Satisfaction as a Driven for Customers to Repeat Use Cash on Delivery Payment Method. In *2023 8th International Conference on Business and Industrial Research (ICBIR)* (pp. 78-83). IEEE. <https://doi.org/10.1109/ICBIR57571.2023.10147524>
- Sjahrudin, H., & Adif, R. M. (2024). Gen Z Consumer Trends: Understanding the Next Wave of Buying Behavior. *Management Studies and Entrepreneurship Journal (MSEJ)*, 5(1), 480-485. <https://doi.org/10.37385/msej.v5i1.4085>
- Shafa, P. M., & Hariyanto, J. (2020). Pengaruh Harga, Ulasan Produk, dan Metode Pembayaran Terhadap Keputusan Pembelian dalam Berbelanja Online Melalui Aplikasi Shopee (Studi Kasus Pada Pengguna Aplikasi Shopee Di Bekasi). *PENGARUH HARGA, ULASAN PRODUK, DAN METODE PEMBAYARAN TERHADAP KEPUTUSAN PEMBELIAN DALAM BERBELANJA ONLINE MELALUI APLIKASI SHOPEE* (Studi Kasus Pada Pengguna Aplikasi Shopee Di Bekasi).
- Trejo, J. a. O. (2021). Digital marketing model innovation and Generation Z as consumer decision-making style. Making predictions with an artificial neural network, in Mexico. *Contaduría Y Administración*, 66(4), 1–28. <https://ssrn.com/abstract=3845200>
- Weke, B., & Owoade, T. (2022). *Assessing the Impact of Generation Z's Digital Marketing Methods on the Current UK Economy: Consumer's Purchase Intention as a Case Study*. Retrieved from <https://psyarxiv.com/jh9n3/download?format=pdf>

Zorn, R. L. (2017). Coming in 2017: A new generation of graduate students-the Z generation. *College and University*, 92(1), 61-63. <https://www.proquest.com/openview/7a8cb932d9f8d5cc3ceee7c540073464/1?pq-origsite=gscholar&cbl=1059>