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Generation Y on the e-commerce market. Comparison between Polish and South Korean young consumers' behaviour

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ABSTRACT

This article investigates the problem of Polish and South Korean Millennials' consumer behaviour on the e-commerce market. There were arguments about whether Generation Y members as Digital Natives are rather a coherent or diversified cohort of consumers. They were raised in the culturally diversified world, but the trend of globalization and the use of the Internet may influence their consumer behaviour in a similar way. The aim of this paper is to reveal particular patterns crucial to understanding their way of making an online purchase. An online survey was conducted among Polish and South Korean respondents from Generation Y in order to investigate this issue. Besides being the representatives of culturally distant cultures, the two groups from the research sample revealed mostly convergent preferences and attitudes towards making an online purchase. Also, Polish and South Korean respondents revealed different attitudes online and offline, when compared to the cohort general analysis. In terms of making an online purchase via their mobile phones, Poles and Koreans remained coherent outside their national group and diversified inside their national group in terms of e-commerce but patterns slightly differed. Since this research was limited by too general e-commerce context, the aspect of making m-purchase should be investigated in the future.

JEL classification: M300, M310, M390, M00, M160, M100, M190, M370

Keywords: e-Commerce, Generation Y, Poland, South Korea

1. INTRODUCTION

Globalization enabled business internationalization. Adjusting to the culturally distant markets with implementation of e-commerce online channels became crucial for a business. This might be regarded as **online internalization** (Garcia et al., 2015). Because of globalization, young adults were acclaimed as being globally oriented and homogeneous, from global brands and multinational firms perspective. Nevertheless, some research concerning *glocal cultural identity* might provide the assumption that young adults mixed their global and local approach, which made them differentiated in terms of global and local consumption patterns (Strizhakova et al., 2012). What reveals the ambiguity while attempting to understand e-consumer behaviour with focus on personal values might be technology paradoxes that concern divergent attitudes towards the

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same aspect at the same time: freedom and enslavement, engaging and disengaging, assimilation and dissimilation, efficiency and inefficiency, control and chaos, fulfilling and creating needs, competence and incompetence, new and obsolete. The **dichotomic** pairs identified by Mick and Founier (1998) concern: competence and incompetence as well as assimilation and isolation. After encoding those complex personal values, they should be incorporated into advertising and other forms of company communication, according to the specific Internet activities (Schiffman et al., 2003). In terms of culture convergence and divergence, the so-called ***middle way*** might be considered. The cultural convergence is provided by centralization and standardization of processes enabled by uniformization of technological tools. As a result, an ***Internet culture*** provides the same values and norms for its users, promoting the uniformization (Verhoeven et al., 2009). McMullin (2007) extended the concept of a generation by including *computing technology as a marker of culture through which generations may be formed* (Parry, Urwin, 2011). Knowledge about particular generational cohort characteristics might be crucial in terms of communication campaigns. Generation Y members, also referred to as Millennials, are acclaimed as having strong purchase leadership in the current economy (Parment, 2013).

This article aims at investigating an online consumer behaviour from the cultural convergence and divergence perspective among Generation Y members. This is why the comparison was made between two culturally very distant countries: European Poland and Asian South Korea.

2. LITERATURE REVIEW

2.1. Changing business environment: embracing a digital approach.

Since terms e-commerce and e-business are very often used interchangeably, it is important to provide at first a clear distinction between the two of them. E-commerce might be understood as a narrower version of e-business in a functional context concerning e-transactions with customers. Consequently, e-business refers to a broader framework, including business partners and online processes (Laudon, Traver, 2010; Turban et al., 2012).

According to Burke's (2002) research, shopping online might be characterized as a complement rather than substitute channel. When customers are using a less expensive channel, such as the Internet, it does not have to necessarily mean higher incomes for companies, since customers aware of the cost effectiveness are demanding lower prices (Dziewanowska, 2012). What should be mentioned in terms of multichannel is the so-called ROPO effect, acclaimed inter alia as gaining strong popularity in Poland. It concerns doing firstly research online and then making a purchase offline (Cichomski et al., 2011). What appeared to be crucial for respondents in terms of online shopping in Burke's (2002) research was: product and pricing information, convenience and security of ordering, order tracing, reliable delivery, accessible customer service. Multichannel referred to as click-and-mortar (Laudon, Traver, 2010; Turban et al., 2012) gained great popularity as a source of: learning about products (82%), searching for information (77%), comparing and evaluating offerings (74%), purchase and payment form (63%). The brick-and-mortar form of purchase appeared to be the least popular in terms of high frequency of particular products purchase (Burke, 2002). The following characteristics were said to enable e-tailers to provide advantageous shopping experience over traditional brick and mortars: better customer service, additional value delivery and offering customization, sites personalization and offering personalization, mass customization and consequently offering beyond assumption, which might result in gaining customers loyalty (Tapscott, 2008).

Social Media, which comprise such elements as SNS, UGS, online (viral) communities, online review/rating sites, virtual worlds, provides an opportunity of creating, sharing and editing content. Consumers were said to rather consume than create the social media content; nevertheless, this

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tendency is to be changed (Bolton, 2013). The social media space of communication is enabling a shift from a one-directional into two-directional way of communication between a consumer and a company (Mangold and Faulds, 2009). Online reviews might appear to be the crucial influence in terms of this consumer empowerment since they provide a sense of engagement for the customer. Also, the level of engagement of consumers in the social media content differs in character across the globe, for instance in Asia, consumers are very active participants, while in the US and Europe, consumers are passive consumers of the content provided to them rather than active providers (Smith, 2009). The key purpose of social media use for Millennials is interaction. This may lead to the conclusion of more advantageous evaluation of others' opinions in the social media and the feeling of importance by content providing (Bolton, 2013). Mobile social media might be considered as mobile marketing applications, providing the opportunity of UGC creation. What might be useful in conducted research evaluation is the fact that, according to research, mobile users who indicated privacy sharing and using such systems and online payment revealed that trust does not have to be more important (Reuver et al., 2015). Mobile devices, because of providing fast access to numerous transactions, were acclaimed as being the most influential electronic devices (Fromm and Garton, 2013).

2.2. Cultural identity. Insight into Polish and South Korean cultural distance

Since the knowledge about particular generational cohort characteristics might be crucial in terms of communication campaigns (Parment, 2013), what should be firstly introduced is the definition of culture. According to Hofstede (2011), it might be defined as a particular group set-up which enables its members to distinguish themselves from others. A strong emphasis was put on the collective character of such a phenomenon (Hofstede, 2011). It was stated by culture specific approach supporters that, despite technology and economics issues, the total cultural convergence is impossible. The authors proposed a solution called *the middle way* approach, which suggests that, despite universal characteristics derived from the Internet culture, some kind of diversity is to be preserved (Verhoeven et al., 2009).

An insight into Hofstede cultural dimensions in terms of Polish and South Koreans is as follows:

1) In terms of power distance, Poland appeared to be a hierarchical society the members of which are particularly situated in the hierarchy without any need for justifying it because they take it for granted. On a scale from 0 to 100, while Poland gained the score of 68, South Korea achieved the result of 60. This leads to the assumption that similarly to Poland, in Korean societies and organizations people are placed at particular position with no need for justifying it.
2) In terms of independence, Poland appeared to be an individualistic society with 60 points. Its structure is loose and Poles are rather concerned with themselves and their closest family members. This assumption provides an insight into a particular conflict between two first factors. The contradiction between the sense of hierarchy and individualistic character of the society at the same time might cause tensions inside the society. South Koreans scored only 18 points in this dimension, which presents them as a highly collectivistic society (geert-hofstede.com). This might be related to Confucius philosophy, which is so influential on not only South Korea but in general Asian nations. A great sense of responsibility for a group is what defines collectivistic cultures (Kim and Jaffe, 2010). An offence is taken very seriously and evokes a feeling of great shame.
3) Poland was acclaimed as a masculine society gaining a score of 64 in terms of this dimension. This implies the favourability for such values as competitiveness, success, accomplishment, need for a win. Also, a way of resolving conflicts is to fight and attack. The third Hofstede's dimension revealed that the Korean culture is coherent in terms of previous dimensions. With

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the score of 39, the Korean society is characterized by femininity. This is associated with such values as feeling responsible for others and not standing out of the group. Also, it means highly valuing the quality of life, unity or consensus. Conflicts are not dealt with by fighting but negotiations and agreement.

4) In terms of uncertainty avoidance, Poland scored 93, which means very high inclination in this direction. It might cause such characteristics of the society as intolerance and very strong need for having settled standards and rules. South Korea gained 85 points on this scale, which means that it shares similar values with Poland in terms of avoiding uncertainty.
5) Poland, after obtaining low results of 38 in terms of long-term orientation, might be acclaimed as traditionalists. Valuing the past far more than perspectives of the future, they are oriented towards short-term goals the results of which will appear faster. This constitutes Polish society as quite normative, while South Koreans scoring maximum in this dimension are to be regarded as complete pragmatists. They are focused on achieving long-term results.
6) Both Poles and South Koreans achieved the same result of 29 in terms of indulgence. Cynicism and distrust are characteristics of low indulgence. These restrained societies are not very indulging (geert-hofstede.com).

2.3. Specification of generation Y as a research group. Polish and South Korean Millennials

Different consumption patterns applied to marketing strategy might refer to generational differences. According to Mannheim (1952), a generation might be understood as a clue about the social and intellectual insight. Two determinants that are to be mentioned when defining this term are the historically understood location which provides the second factor: facing certain experiences by a particular group. The consciousness of this historical time is what constructs these experiences. Bearing in mind the second determinant, the collective memories appear to be a condensation of a group creating a particular generation. National or international events are what constitutes certain behaviour, attitudes and preferences (Parry, Urwin, 2011). Knowledge about values, preferences and behaviour patterns on which generational cohort marketing is said to be focused might increase the ease and precision of marketing segmentation. These special values extracted from particular social events which generational cohort participants are experiencing are referred to as *defining* moments (Parment, 2013), for example, Generation Y members are also referred to as **Digital Natives**, since they are the first cohort whose all members' lives were embedded in the digital surroundings (Bolton, 2013).

Millennials might be referred to as *clients of the future* because of numerous reasons, such as their constant access to the digital media, the ability of effective communication via digital sources or the ability to make a purchase at any time and place in the world (Eisner, 2005). Millennials are said to be historically placed between 1981–1999 in terms of the year of birth. The date might be conventional. It can be difficult to precisely specify the date of birth ending the membership of this generation because of the lack of a significant emotional event that might be considered as a defining moment for Millennials. Generation Y was shaped by: instant contact with technology, globalization, social networking and communication technologies (Bolton, 2013). They are used to customized and personalized offerings. The elder part of Millennials faced rather prosperity in comparison to the younger one that was challenged by recession effects and economic turbulences (Bolton, 2013) such as the crisis of 2008. Nevertheless, they remain positively inclined towards their future (EliteDaily, 2015). They might be conventionally divided into two age groups: 18–24 and 25–34 (Barton et al., 2014). Their attitude might be defined by the statement: *they want it all and want it now*, which refers to the perspectives on a job, personal life as well as a balance between them. Those frequent social media users are accused of narcissism and constant multitasking. They might be also referred to as Peter Pan Generation since they are acclaimed as postponing the moment of becoming adults by prolonging the time

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of living with their parents and refraining from starting their own families. They behave in this way in order to focus on making career or avoid what they perceive as their parents' lapses (Bolton, 2013). Nevertheless, there is an argument over Generation Y members postponing their financial independence. With reference to the Federal Reserve Survey of Consumer Finances, Millennials appear to be the best educated in comparison to 3 previous generations and earning the worst salaries and having higher retirement age at the same time. This employment and economic downturn is said to be blamed on past generations rather than looking for pejorative characteristics of Millennials (Rattner, 2015). At the same time, Millennials are said to manage their spending better than their counterparts from generation X (Anderson, 2015).

Because of being born and raised in the information and technology age, accompanied by constant gratification, Millennials are said to be very impatient but also highly leery (Bolton, 2013). They reveal depreciation for the power of the authority, always including their own perspectives and opinions (Parment, 2013). They evince the feeling of being privileged and the habit of dismissing social correctness. Because of such factors as a sense of encouragement from their families, increase in education development and great technological innovations, Gen Yers are said to be more tolerant, open for diversity and change. Also, they are incredibly tech-savvy and productive in terms of multitasking (Bolton, 2013). According to Neustar research, as much as 54% of Millennials consider their mobile devices to be the basic tool for shopping research (MarketingSherpa, 2015). According to the research conducted by Elite Daily (2015), most of Millenials (33%) admitted reviewing blogs before making a purchase online, which are clearly a more powerful source of information than advertisement. Peer advice appeared to be the most credible source of information.

The research by Kacprzak and Dziewanowska (2015) that consisted in analysing generation Y representatives from Poland and South Korea involved 5 segments of consumers, based on six sociocultural trends: virtualization, virtual tribalism, tribalism in real space, greening, materialism and impulsive consumption outlined earlier by Kacprzak-Choińska (2011). The first segment, materialists, were characterized by a strong tendency towards materialism, impulsive and compulsive consumption, virtualization as well as tribalism, with no interest for ecology issues. The milieu opinion appeared to be of great significance for this profile. The opposite segment, ecologists, revealed a great interest in greening trends. They opposed such social trends as consumerism and virtualization. Thirdly, moderns demonstrated confirmative attitudes towards all six social trends mentioned at the beginning. The importance of affiliation for representatives of these group might be pictured by their use of social networks, whilst a purchase might be often perceived by them as a way to improve their state of mind. The reverse group, traditionalists, consequently did not reveal attitude towards any of those social trends. The use of the Internet was explained by information search related purposes. The last fifth segment, netizens, did not favour greening or consumerism trends, but scored highly on the virtualization scale (Kacprzak-Choińska, 2011).

According to the research results, Polish and Korean Millennials revealed differing attitudes. Polish respondents demonstrated a strong tendency towards impulsive consumption, while very few Koreans revealed such a tendency. The trend for greening so popular among Koreans was not considered by any of Polish Gen Y member at all. Additionally, Korean youngsters favoured virtual tribalism, which was not very popular among Polish Millennials. The majority of Polish respondents, represented by 55% of this group sample, matched with the materialists segment. The fewest of them (13%) shared the characteristics of neitzens profile. The second most numerous Polish segment, with the result of 21%, ecologists, appeared to be the most popular among Korean respondents, obtaining the result of 45% of Koreans. The second most numerous segment among Koreans, moderns, reached 19% of his group sample. The fewest of them, 11%, represented the segment of traditionalists and netizens (Kacprzak and Dziewanowska, 2015).

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Based on the above literature analysis, the following research questions were stated:

Q1: How do Polish and Korean Millennials describe and evaluate their material standing and how does it relate to the frequency of an online purchase?

According to Bolton (2013), the Peter Pan generation members evaluate their financial situation rather positively or moderately since they prolong the time of being supported financially by their parents. Since Millennials are regarded as having such a great purchasing power, they might buy more often online because of their better budget management, as stated by Anderson (2015).

Q2: Are drivers to make e-purchase and kinds of products bought online alike in both groups? Can drivers be related to the frequency?

Besides being well educated, Millennials faced inconvenient economic circumstances in terms of employment (Rattner, 2015); nevertheless, they are said to manage their spending very well (Anderson, 2015). The fact that Millennials more often use the online channel might also reveal the aspect of price importance as the main factor for making an online purchase, taking the above into consideration. Also, since the purchase reveals Millennials' lifestyle, which is very important to them (Barton et al., 2014), and Polish and Korean Millennials reveal different attitudes in terms of lifestyle (Kacprzak and Dziewanowska, 2015), the kinds of products purchased online should differ as well.

Q3: What is the most favourite purchase channel for Polish and Korean Millennials and how does their e-spending differ?

Since Burke (2002) acclaimed an online channel as a complementary not substitutive one, it should be investigated whether this aspect might differ depending on culture of Millennials, bearing in mind that Polish consumers were said to opt rather for the ROPO model (Cichomski et al., 2011). At the same time, besides Burke's (2002) conception of a complementary channel, South Koreans were ranked as pragmatists in Hofstede's six-dimensional model, contrary to Poles, who appeared to be rather traditionalists.

Q4: What is the most preferable source of information gathered before making a purchase?

According to Elite Daily (2015) and Schawbel (2015), most of Millennials rely on their peers' advice, checking blog reviews before making a purchase, and are rather homogenous on this matter. Also, all means of advertising lost for Millennials the sense of authenticity and were regarded as credible by only 1% of respondents, whilst blog reviews gained as much as 33%, which was the majority of responses.

Q5: What are the preferences and attitudes of the above groups in terms of making a purchase via a mobile device?

Taking into consideration self-presentation, self-disclosure and impulsiveness theory of mobile users in general and de Reuver et al. (2015) mobile privacy conclusion, the results should be more alike in both groups with respect to the collectivistic aspect of the Internet culture.

3. DATA AND METHODOLOGY

The online survey was conducted from 7th to 13th April 2015 by courtesy of Surveygizmo.com, which allowed a free trial. A link to the survey was shared among respondents through SNS, instant messengers, student online forums, and WOM. The participants of the survey were South Koreans from Chonnam National University in Gwangju and Polish students from the

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University of Warsaw, providing 86 and 80 responses respectively. The non-probability quota sampling technique was used for the purpose of the research. From the total group of 179 asked Millennials, only 7.3% stated that they had never made any purchase online. The dominance of Korean respondents was very slight: 51.8% over 48.2% of Polish students. (see: Table 1).

Polish and Korean samples varied in terms of age diversification. While the average for Polish students was 22.1 years old with the most frequent score of 22 (33%) and 21 years old (31%), the age of Koreans varied more. They were 23.6 years old on average with the most common age statement of 24 (12%) and 26 years old (12%). There was a broader range of results (form 19 to 35 years old) than in the case of Poland. In terms of gender, the difference did not appear to be significant either: 55.4% of females took part in the survey and over 44.6% of males. The most numerously stated place of living was a city with the population above 1 million inhabitants with the result of 63.3%. An outright majority of Polish respondents (81.3%) declared a city with the population above 1 million inhabitants. In South Korea, this indicator revealed more diversified results. 46.5% acknowledged living in a city with the population above 1 million inhabitants. In terms of material standing description, most of respondents said that they were financially supported by their parents and made some additional money on their own.

Table 1
Cross-section for the sample characteristics: age, gender, place of living

Age	South Korea	Poland
19–25 (younger group of Millennials)	66	76
26–35 (elder group of Millennials)	20	4
Gender	South Korea (%)	Poland (%)
Men	46.5%	42.5%
Women	53.5%	57.5%
Place of living	South Korea(%)	Poland (%)
Village	1.2%	5.0%
City with population smaller than 100 thousand inhabitants	3.5%	6.3%
City with population from 100 thousand to 500 thousand inhabitants	24.4%	2.5%
City with population from 500 thousand to 1 million inhabitants	24.4%	5.0%
City with population above 1 million inhabitants	46.5%	81.3%

Source: own research

4. RESULTS

4.1. Material standing and frequency of an online purchase

As can be observed in Table 2, the most numerous group of Polish and Korean respondents acknowledged being supported by their parents whilst earning some additional money on their own (55% and 49% respectively) and being fully supported by their parents (33.8% and 33.7% respectively). At the same time, most of Polish respondents described their financial situation as good (42.4%) or medium (33.8%). Similarly, Korean students declared their material standing situation to be medium (41.9%) and good (37.2%). A significant relationship between the frequency of making an online purchase and material standing evaluation was revealed (see: Table 3). The frequency of making a purchase online was alike for the most numerous answers.

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Whilst the majority of Poles declared making an e-purchase several times a year (51.3%) and once a month (43.8%), Korean consumers mostly stated that they made an e-purchase once a month (46.5%) and several times a year (34.9%). The fact that as many as 14% of Koreans make such a purchase online 2–6 times a week suggests that they are slightly more diversified, contrary to more coherent Polish respondents. Koreans appear to make e-purchases slightly more often, which is due to the fact that they evaluated their financial situation as slightly less good when compared to Polish respondents, which might suggest the online channel as cost effective in their perception.

Table 2
Material standing description and evaluation

Material standing description	South Korea	Poland
My parents fully support me	33.70%	33.80%
My parents support me partially and I also work to make some additional money	49.00%	55.00%
I am financially independent from my parents	17.40%	11.30%

Material standing evaluation	South Korea	Poland
Very good	10.5%	21.3%
Good	37.2%	42.5%
Medium	41.9%	33.8%
Bad	9.3%	2.5%
Very bad	1.2%	0.0%

Source: own research

Table 3
Frequency of online purchase

Frequency of an online purchase	South Korea	Poland
Less often than once a year	1.2%	0.0%
Once a year	1.2%	1.3%
Several times a year	34.9%	51.3%
Once a month	46.5%	43.8%
2–6 times a week	14.0%	1.3%
Every day	1.2%	1.3%
I did it only once	1.2%	1.3%

Source: own research

4.2. Motivators/drivers for an online purchase and kinds of products bought online

As regards motivators and drivers of an online purchase, both groups ranked lower prices first (65% for Poland and 79.5% for South Korea) (see: Figure 1). Milieu influence was the least important and not mentioned by any of Polish respondents in this case, which might be connected with Hofstede's cultural model, according to which Poles are representatives of an individualistic culture, which depreciates the group influence. Loyalty programmes were the least popular and not marked by any of Korean respondents. In general, Polish and Korean Millennials revealed coherent preferences in terms of cross-section analysis, but were diversified inside their

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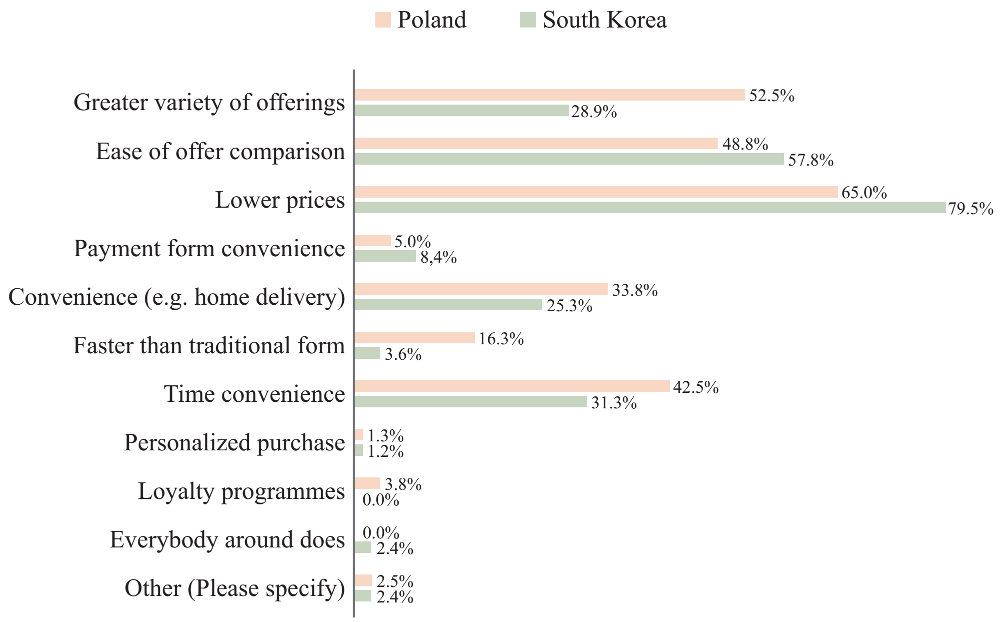
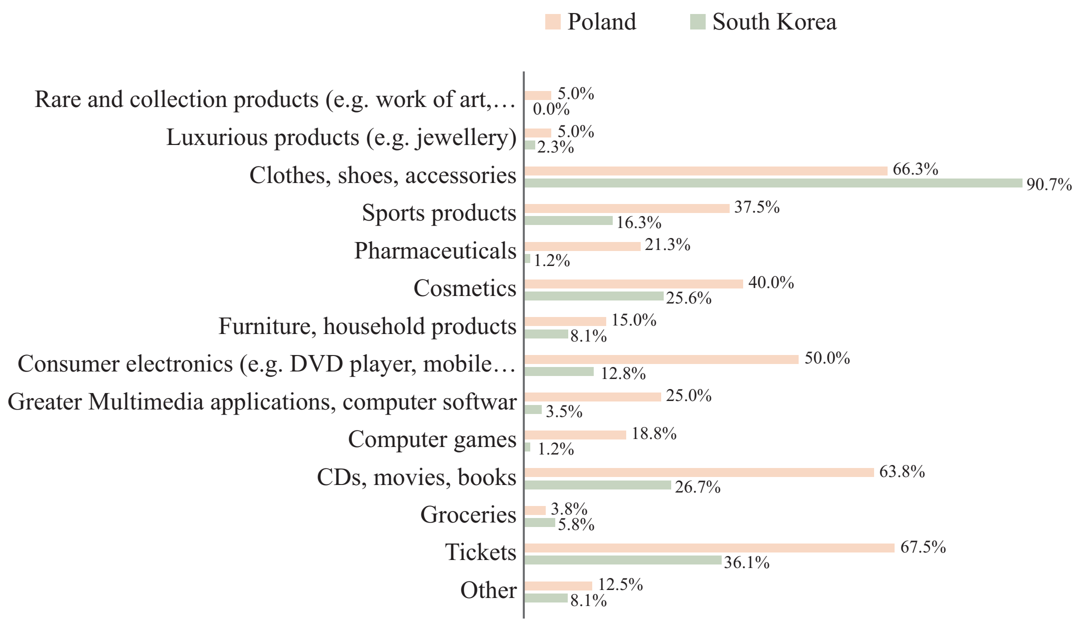
national groups. In a different order but both clearly favoured: greater variety of offerings, ease of comparison and time convenience, next to lower prices. Similar patterns of internal heterogeneity and external heterogeneity of the national group appear even more strongly in terms of preference for the kind of products purchased online (see: Figure 2). Clothes, shoes and accessories, also CDs, movies, books and finally tickets were placed in a group of three most numerously chosen answers, in different order of importance. The most strongly favoured answer in the case of Korean respondents were: clothes, shoes and accessories (90.7%). The fourth place was taken by cosmetics, which were marked by Poles as fifth among 14 possibilities. Tickets were the most commonly chosen by Poles for online purchase (67.5%).

Figure 1
Motivators and drivers for e-purchase



Source: own research

Figure 2
Kinds of products purchased online



Source: own research

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4.3. Most preferable purchase channel and e-spending.

Also, the lesser favourability of buying such products as clothes online might be related to the shopping place mostly favoured by generational cohorts from both countries (see: Table 4). Even more noticeably than in 2 previous categories, Poles and Koreans revealed high diversity in answers inside their nations groups. Whilst the majority of Korean Millennials (41.9%) preferred most strongly making a purchase solely online, Polish respondents mostly chose the answer concerning doing research online and making a purchase offline. ROPO was chosen by 30% of Polish Millennials compared to 27.5% that chose solely online purchase. The ROPO model shows that Poles rather buy online what does not need to be checked beforehand, e.g. tickets. Besides revealing similar financial status, Korean Millennials declared spending slightly more on an online purchase compared to Polish respondents (see: Table 5). Whilst the majority of Polish consumers (33.8%) declared spending $21–60, most of Korean respondents declared spending $61–100 (34.9%) on such a purchase. This might be related with the fact that online purchase is more common for Koreans, especially via mobiles. When analysing expenditures via mobiles, the difference appears to be even more distinctive. The majority of Koreans (34.2%) was willing to spend $21–60, contrarily to Poles, the majority of whom (40%) declared less than $20. Secondly, whilst Koreans declared $61–100 (26.8%), Polish Millennials stated $21-60 (32%).

Table 4
Shopping places

Shopping place	South Korea	Poland
ROPO	20.90%	30.00%
Reverse ROPO	22.10%	20.00%
In a physical store	15.10%	22.50%
Online	41.90%	27.50%

Source: own research

Table 5
E-expenditures

E-expenditures	South Korea	Poland
More than $900	3.5%	3.8%
$601 to $900	1.2%	2.5%
$301 to $600	3.5%	7.5%
$101 to $300	14.0%	16.3%
$61 to $100	34.9%	26.3%
$21 to $60	33.7%	33.8%
Less than $20	9.3%	10.0%

Source: own research

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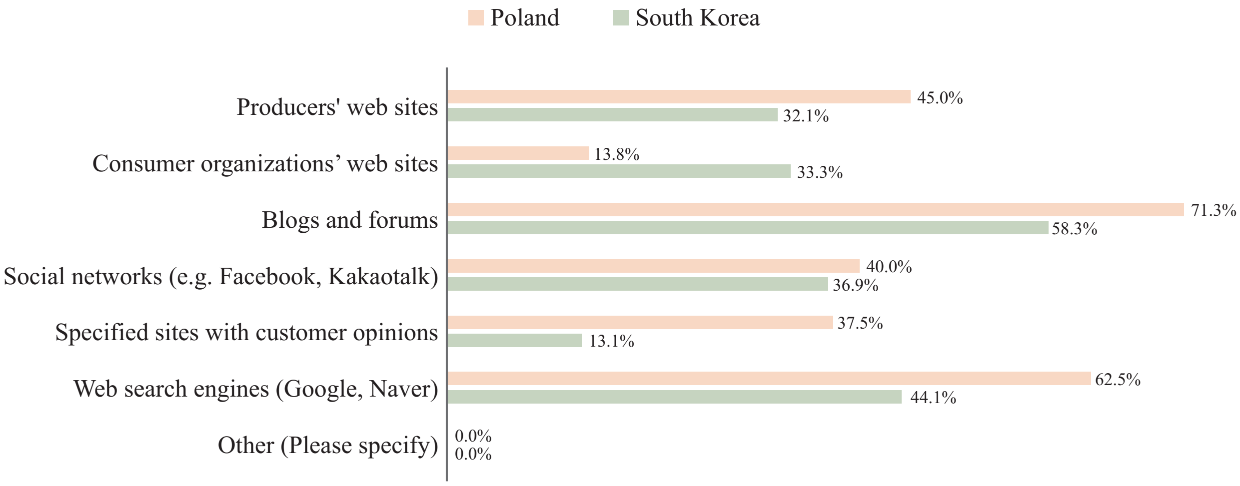
4.4. Most preferable source of information before making a purchase and attitude towards e-advertisement

In terms of information source credibility, both Polish and Korean Millennials mostly favoured blogs and forums (71.3% and 58.3% respectively) and secondly web search engines (62.5% and 44.1% respectively). This might prove the assumption that Polish and Korean Millennials, when seeking for information, highly rely on peer-delivered information as being highly credible (see: Figure 3).

Figure 3
Research source of information



Source: own research

4.5. Making an online purchase via a mobile device: the frequency, motivators and drivers, preferable kinds of products

In the case of m-purchase, the majority of both Polish and Korean Millennials opted for the frequency of *several times a week* (52% and 39% respectively) and once a month (28% and 24% respectively) (see: Table 6). Nevertheless, whilst no Polish respondents made such m-purchase in the frequency range from *every day* to *2–3 times a week*, Koreans provided more numerous answers for *2–6 times a week* (7.3%) and *once a week* (7.3%) than in the case of e-purchase. Korean consumers appeared to be more diversified over this matter, whilst Polish respondents remained rather coherent. The tendency of answers for m-motivators and m-drivers changed as well (see: Figure 4). Korean respondents still in majority favoured mostly lower prices (55.3%) and ease of offerings comparison (36.8%). Instead of time convenience, which took the fourth place (31.6%), a great variety of offerings appeared afterward (34.2%). These answers appear to be similar to the ones given for e-purchase, when compared to Polish responses. In the case of Poland, previously favoured lower prices were ranked now second (40%). The majority significantly switched to time convenience (80%). Third, favourability of m-purchase as a channel faster than others (32%) emphasized the importance of time convenience. Also, convenience appeared to be a new motivator (28%). Similarly as in the case of the frequency of m-purchase, Polish respondents appeared to be more coherent inside the group. Interestingly, in terms of kinds of products purchased via a mobile device, such distinctive tendency did not occur as in the 2 cases describing m-purchase above. Polish Millennials still mostly favoured buying this time via their mobile devices: tickets (56%), clothes, shoes, accessories (28%), CDs, movies, books (28%), whilst Korean Millennials remained stable with their preference for: clothes (65.9%), tickets (29.3%), CDs (22%) and cosmetics (22%). The analysis of answers for these above 3 questions from the survey provides significant conclusions about m-purchase.

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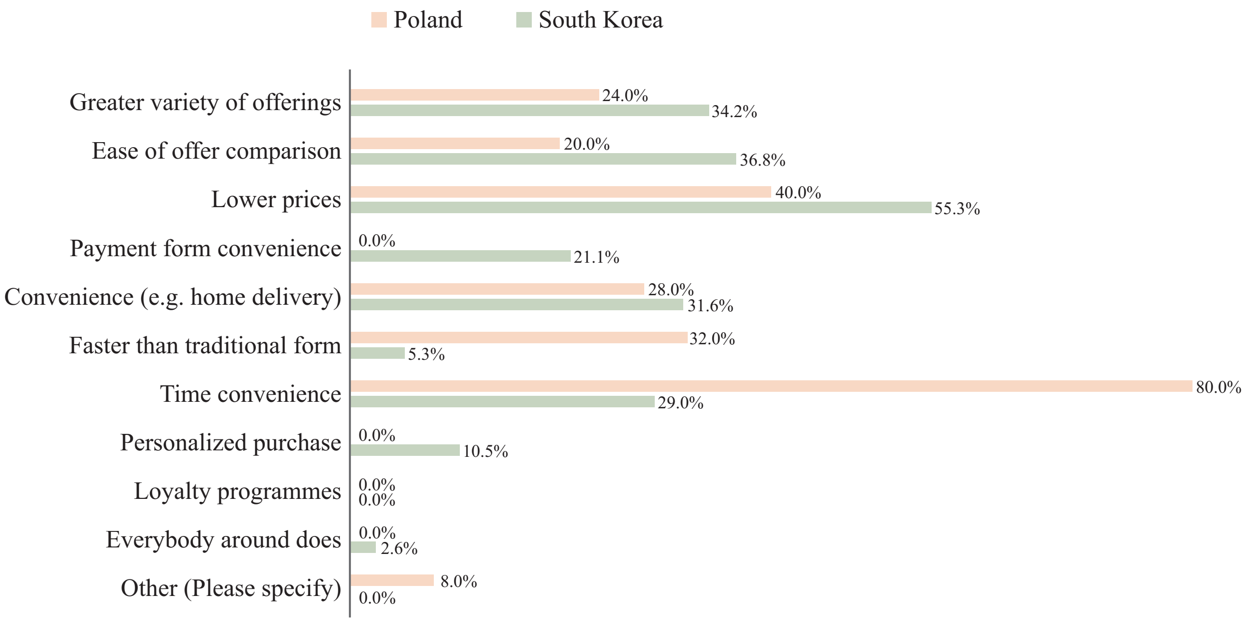
Table 6
The frequency of m-purchase

The frequency of m-purchase	South Korea	Poland
Less often than once a year	4.90%	8.00%
Once a year	4.90%	4.00%
Several times a year	39.00%	52.00%
Once a month	24.40%	28.00%
2–3 times a month	2.40%	0.00%
Once a week	7.30%	0.00%
2–6 times a week	7.30%	0.00%
Every day	0.00%	0.00%
I did it only once	9.80%	8.00%

Source: own research

Figure 4
Cross-section: motivators and drivers for a purchase via a mobile phone



Source: own research

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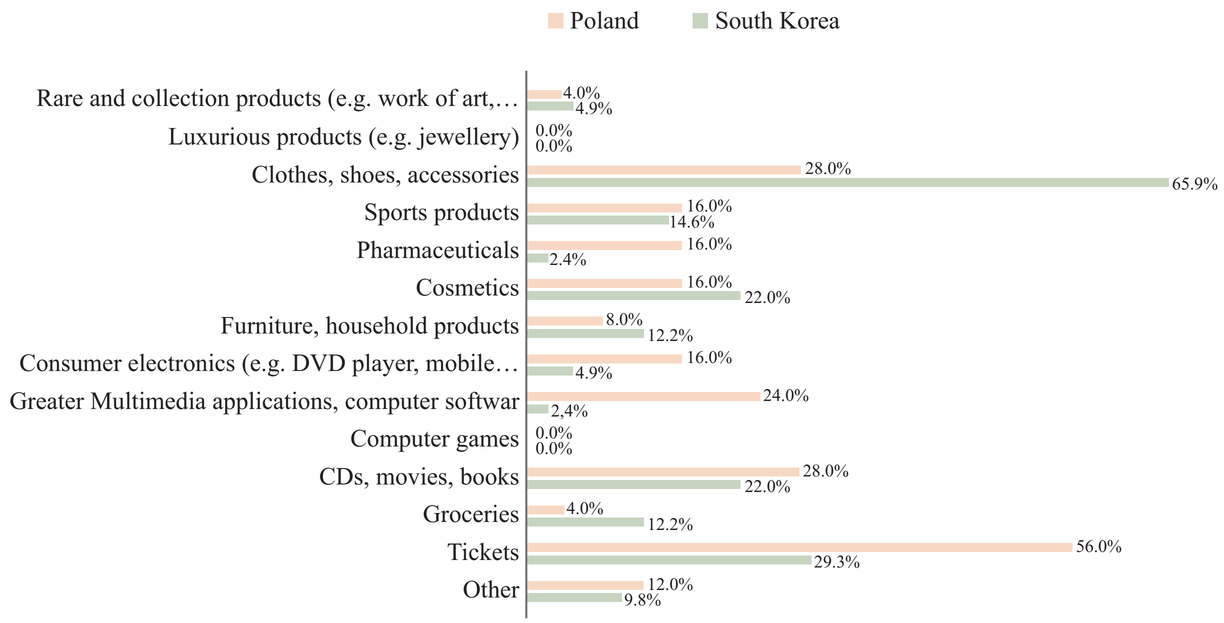
Figure 5
Cross-section: kinds of products bought via a mobile device



Source: own research

5. DISCUSSION

As appears in the Peter Pan Generation description (Bolton, 2013), since Millennials remain for a longer time dependent financially on their parents, they might evaluate their material standing higher despite economic turbulences that the younger group of Millennials had to face. Koreans appear to make e-purchases slightly more often, which is connected with the fact that they evaluated their financial situation as slightly less good when compared to Polish respondents, which might suggest the online channel as cost effective in their perception. This is why, this channel does not have to be necessarily cost effective for companies (Dziewanowska, 2012) since tech-savvy and well educated Millennials take low prices for granted.

In terms of motivators and even more in terms of products bought online, both groups appear to be homogenous outside their groups and heterogeneous inside their groups. Nevertheless, whilst milieu influence was the least popular e-driver among Poles, Koreans less numerously chose loyalty programmes. Also, whilst Polish young consumers ranked tickets fourth, South Koreans chose cosmetics. This might be explained by the fact that Korean Millennials, especially men, take far greater care of their appearance than Poles. Males use beauty cosmetics not less often than Korean females. This might be different for Poles, who come from highly traditionalist culture with a strong masculinity model. The item most commonly chosen by Poles to buy online, i.e. tickets (67.5%), and their individualistic culture might suggest travelling oriented attitude. As with e-motivators, Polish consumers were the least interested in milieu influence because in terms of Hofstede's dimension they appear to have collectivistic culture.

When Burke (2002) encountered different motivators for shopping, distinguishing the online channel, click-and-mortar channel and the multichannel so called by him, he described the online channel as a complement rather than substitute one. Nevertheless, the research was conducted in 2002, hence might rather concern older members of Generation Y, not the younger group that was taken into consideration in this article. Also, this issue differs and is more certain for Koreans, who appear to be slightly more advanced at making online purchases than Polish respondents.

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This might suggest that after some time pure commerce will replace click and mortar. In other words, the online shopping will become a substitutive rather than complementary channel.

As for information source credibility, both Polish and Korean Millennials mostly favoured blogs and forums and secondly web search engines. This not only implies the importance of time saving for respondents but also that of the credibility of the source who are their peers. This aspect confirms the approach presented by Barton et al. (2014), concerning Millennials as most importantly looking for authenticity whilst evaluating a brand. The choice is crucial since it is supposed to manifest their lifestyle in front of their peers. That is why peers' knowledge is the most trustworthy. According to Leeflang et al. (2014), social media driven WOM was strongly emphasized as a source of information credibility. Also, according to Elite Daily, review blogs were gaining incredible trust in contrast to offline and online advertisement which lost all credibility. The research confirmed this issue.

Kinds of products preferred in Poland and South Korea bought simply online or via mobile devices do not differ significantly, remain internally diversified, appear to be externally coherent and concern mostly the same products in both cases for both nationalities. What differs are the frequency of purchases and motivators, which necessitates implementing a different approach to m-purchase than e-purchase as separate channels. According to the MarketingSherpa (2015) research, it might mean that it would be a source of information rather than a means of purchase. Location convenience might be time effective in terms of searching for information; nevertheless, the purchase requires more time to be spent carefully. Also, it might mean that Polish and Korean Millennials reveal impulsive purchase behaviour neither when it comes to using a mobile device nor when they make such a purchase via desktop.

When comparing the results of this survey, which concerns Millennials' consumer behaviour on the e-commerce market, and the research conducted by EliteDaily (2015), there appear some similarities and some differences. This might lead to the conclusion that Millennials reveal different purchase attitudes in digital space in comparison to their attitudes that they would reveal otherwise, in general, as this research confirmed in general that Polish and Korean young consumers from so culturally distant milieus revealed rather homogenous attitudes towards values and preferences in terms of cross-section. According to the research by Kacprzak and Dziewanowska (2015), Polish and Korean consumers differed in their attitudes and values. Nevertheless, when it comes to the Internet use, they become more homogeneous outside their national groups despite being so distant culturally. Polish and Koreans consumer behaviours differ in terms of online and offline purchases. As argued by Smith (2009), what appears in terms of the Internet culture is the transmission of online opinions into offline environment. In addition, according to Garcia's (2015) concept of online internalization and Strihakova et al.'s (2012) concept of *glocalisation*, Millennials from Poland and South Korea might exemplify such a phenomenon as Generation Y homogeneity and heterogeneity inside national groups at the same time. Also, interestingly, on the one hand, both Polish and South Korean cultures were placed in Hofstede's dimension as characterized by restrain. Nevertheless, at the same time young South Koreans and Poles are supported financially by their families, resulting in higher spending, which would rather suggest that Millennials even from non-indulgence cultures in fact gain on tendencies towards indulgence. Taking the above into consideration, what appears is the confirmation of the concept of cultural *middle way* in terms of cultural convergence.

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6. CONCLUSION

The Internet culture and globalization that made Generation Y so homogeneous is not absolute in terms of its influence extent. There are still cultural elements, not relicts from the past but every day issues that Millennials are facing, depending on the place of living such as geographical, economic or political ones. This is why, when Millennials come to their local milieu with their Internet culture providing homogeneity, they experience particular tensions in their society, which makes them more and more heterogeneous as a particular synthesis of two cultures. Consequently, they appear to be heterogenic internally in their national groups and homogeneous globally. This might be why Millennials as consumers reveal different consumer patterns online and offline.

The Internet paradoxes and the Internet culture ambiguity support this statement, also supporting the thesis of Millennials' consumer behaviour being so difficult to predict. Millennials are very diversified, tolerant and open for change. As seen above, Millennials from Poland and South Korea, such distant cultures, revealed homogeneity when analysing their online consumer behaviour or some of social phenomena.

The fields of e-commerce and digital marketing are evolving so fast that even m-purchase is already becoming characterized by different consumer behaviour patterns, as appears from the analysis of Millennials form South Korean and Poland. Millennials revealed coherent attitudes but different for e-commerce and more or less different for m-commerce.

This research was limited by too general context of the topic. What should be investigated in the future that could not be grasped by this research results and analysis is the broadly understood attitude of Millennials from distantly different cultures towards e-advertisement and the factors constructing the way this form of marketing communication is perceived. Also, research should be carried out concerning a greater insight into m-purchase tendencies. This channel should be taken into consideration separately from generally understood e-purchase. Secondly, what was not mentioned in the research was the aspect of Millennials mobility. There should be an investigation into the aspect of travelling as a factor making culture more homogenous and its relevance to the culture. This might be related to the offline globalization, since online globalization was addressed in this research.

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