


# Chapter 3

## Buyer's Journey and Kolb's Learning Styles of the Centennials Related to E-Commerce: An Interdisciplinary Consumer Behavior Perspective

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### ABSTRACT

*The lack of knowledge of the Centennial generation's characteristics, particularly their learning styles, affects the B2C buyer's journey efficiency with research offering little insight into their relationship. This interdisciplinary research carries out a cross-sectional statistical analysis of the learning styles of the Centennial generation based on Kolb's theory (related to consumer behavior), intending to influence the design of strategies to improve the B2C buyer's journey efficiency. For*

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*this, a survey was carried out on 351 persons. This survey comprises 12 Statements related to Kolb's learning styles theory. As a result, it was found that the Centennial generation has two dominant learning styles, accommodating (LS1) and divergent (LS3). Considering the above, it is concluded that the Centennial generation prefers concrete experiences related to feeling (EL1). In addition, an interdisciplinary discussion is presented to relate the statistical findings to marketing, web design, consumer anthropology, and mathematical analysis disciplines. Finally, some theoretical and practical implications are presented concerning the B2C Centennials-buyer's journey efficiency.*

## **INTRODUCTION**

In general, e-commerce is the evolution of traditional commerce based on real personal relationships (i.e., physical and not virtual). Nevertheless, this type of trade presents advantages and disadvantages in a globalized and digitized context (Kaur, 2011; Rapanoel et al., 2020; Taher, 2021). In this way, e-commerce can be understood as incorporating digital tools to allow remote access by people and companies to the products and services offered by another person and company anywhere in the world. In particular, e-commerce involves the purchase, sale, marketing, and supply of products and services through the internet, whether from companies to the general public (B2C, Business-to-Consumer), companies doing business with other companies (B2B, Business-to-Business), companies that sell to government institutions (B2G, Business-to-Government) and consumers that buy and sell to other consumers (C2C, Consumer-to-Consumer) (Artana et al., 2022; Kharitonova et al., 2021). In the same sense, this versatility of e-commerce has led to relevant metrics values related to e-commerce competitiveness, such as 1) the projected sales growth for 2023 will be 10.4%, 2) 57% of online consumers report shopping internationally, 3) 91% of the customer make online business using their smartphone, 4) mobile commerce sales are expected to account for 6% of all retail sales in 2023, among others quantitative data related to the relevance and importance of e-commerce globally (Halim, 2022; Astuti & Ramayani, 2022; Baluch, 2023).

Concerning e-commerce types, mainly B2C and C2C, and due to the direct relationship of people in the buying-selling process, there are special attributes related to people's behavior as consumers. The above is related to the consumer anthropology discipline (Morais, 2021). Particularly, consumer anthropology seeks to assess consumer behavior and meet customers in their natural habitat, to reach the globalized and digitized consumer through an appropriate Buyer's Journey (BJ). Also, consumer anthropology explores the behavioral aspects of consumers considering various socio-demographic characteristics, such as gender, level of education,

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